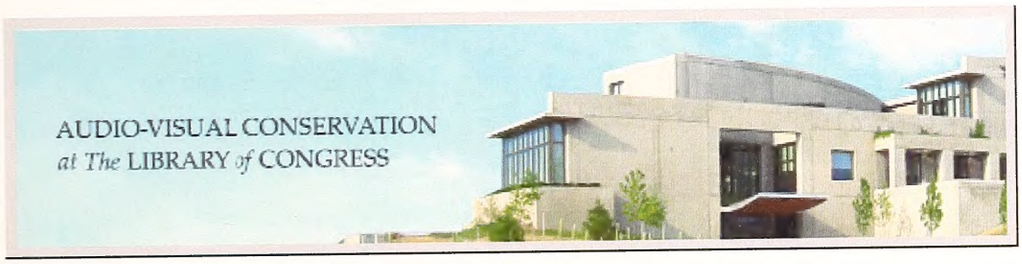

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PUBLISHER'S BINDING

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 85, NO. 61 NEW YORK, U.S.A., WEDNESDAY, APRIL 1, 1959 TEN CENTS

B.O.T. Report

British Films Show Currency Gain Overseas

1958 Statistics Show Jump to $21,560,000

By PETER BURNUP

LONDON, March 31. — Overseas earnings of British films jumped to £7,700,000 ($21,560,000) in 1958 as compared with £6,900,000 ($19,320,000), it was revealed today by the Board of Trade in its report on the fourth quarter of 1958. This was the first time that the report covered overseas earnings "in respect of the production, sale, or rental of British films."

The BOT pointed out these figures do not show the total turnover overseas in regard to the exhibition of British films but only the actual currency gain. Were it not for the restrictions imposed by the Anglo-American monetary agreement "a larger

(*Continued on page 7*)

B.V. Slates 3-Day Sales Meeting Here

Merchandising and promotional plans for the largest six-month release program in Buena Vista history—five top-budgeted attractions — will be formulated at a three-day conference here, April 7-9, it was announced yesterday by Irving H. Ludwig, Buena Vista president. The meeting will be held at the Warwick Hotel.

The attractions, set to debut na-

(*Continued on page 2*)

Rule Out 'Windjammer' For Warner Run Here

The possibility of a return engagement of National Theatres' "Windjammer" at the Warner Theatre here was definitely ruled out yesterday by Stanley Warner spokesman, who said the Cinemiracle presentation had never been scheduled for the Broadway showcase.

The Warner, the only New York theatre equipped for Cinerama, with which Cinemiracle is compatible, had

(*Continued on page 2*)

M. Moskowitz, Norris Promoted by 20th-Fox

The promotion of Martin Moskowitz and Glenn Norris to the posts of assistant general sales managers for 20th Century-Fox was announced yesterday by Alex Harrison, general sales manager.

Previously Eastern and Central-Canadian Division managers respectively, Moskowitz and Norris will continue to aid Harrison in national sales planning as well as assuming additional specialized distribution duties. First special assignment will be the responsibility for the sales handling

(*Continued on page 2*)

Trans-Lux, Gala Films In Joint Product Deal

An agreement whereby Trans-Lux Pictures and Gala Film Distributors, Ltd., of England will jointly acquire top European films for distribution through both organizations was announced here yesterday by Kenneth Rive, managing director of Gala. Rive is here with his co-director, Ben Rose, and has been conducting negotiations

(*Continued on page 3*)

C. C. Moskowitz Endows N.Y.U. Lecture Series

Charles C. Moskowitz, former vice-president and treasurer of Loew's Inc., has made a $75,000 grant to New York University's School of Commerce, Accounts and Finance for the establishment of an annual series of public lectures on business administration, Dean Thomas L. Norton of N.Y.U. announced yesterday.



C. C. Moskowitz

The lecture series will be named "the Moskowitz Lectures," Dean Norton said. At least three talks annually will be given by an authority in the business field. The addresses will be published in an annual volume and distributed widely in the business community and among alumni of the school of commerce. They will start next fall.

Schneider Joins Up With J.M. Warner

Jack M. Warner, formerly a vice-president of Warner Bros. Pictures, and Samuel Schneider, formerly a vice-president, treasurer and member of the board of Warners, have joined forces to form Jack M. Warner Prods., Inc., to produce films for theatres and television, it was announced yesterday.

Schneider is president and treasurer of the new company and will headquarter in New York, Warner is vice-president in charge of production and will be located at Motion Picture Center Studios, Hollywood, and David M. Richman, Beverly Hills attorney, is secretary of the new company.

In addition to theatrical and tele-

(*Continued on page 2*)

MGM-TV, Talent Assoc. To Co-Produce Specials

M-G-M-TV and Talent Associates, Ltd., will co-produce a series of ten "specials" in 1959 and 1960, it was announced yesterday by George T. Shupert, vice-president in charge of television for M-G-M, and Alfred Levy, president of Talent Associates. The programs will be produced un-

(*Continued on page 2*)

Col. Names Auerbach Acting Cont. Manager

Special to THE DAILY

PARIS, March 31.—Due to the continued absence because of illness of Harry Novak and the indefinite date of his return, Lacy W. Kastner, president of Columbia International, has announced the appointment of Norbert T. Auerbach as acting Continen-

(*Continued on page 3*)

Weiner Named Head of Film Representations

Sanford W. Weiner, vice-president and general sales manager of the company, was elected president of Film Representations, Inc., at the last board of director's meeting, it was announced yesterday. He replaces Harold J. Salemson, who resigned to join the Blowitz-Maskel Co., public relations firm.

Salemson leaves shortly for Eu-

(*Continued on page 3*)

For 1958

Variety Club Contributions $2,700,000

Golden Report Shows Over 153,000 Aided by Tents

By SAMUEL D. BERNS

LAS VEGAS, Nev., March 31. — Variety Clubs International raised and contributed over $2,700,000 in 1958 on behalf of handicapped and underprivileged children, International Heart Chairman Nathan D. Golden will tell the organization at its annual convention here tomorrow.



Nathan Golden

This sum, according to Golden, directly benefitted more than 153,000 persons and countless others were aided indirectly through the varied activities of Variety's 46 "tents"

(*Continued on page 6*)

Set Columbia's 'Jane' For Boston Premiere

Columbia's "It Happened to Jane" will have its world premiere in Boston, at the Astor Theatre on May 13. The premiere had been sought by several New England states, including exhibitors, legislators and civic groups of Maine, where the picture is set; Connecticut, where it was filmed, and Massachusetts. It was decided to

(*Continued on page 6*)

O'Connor, Netter Head Catholic Charity Div.

John J. O'Connor, vice-president of Universal Pictures, has been appointed chairman of the Motion Picture Division of the Cardinal's Committee of the Laity for the 1959 fund appeal of New York Catholic Charities. Serving with O'Connor as vice-chair-

(*Continued on page 7*)

PN1993 .M43

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc., will return to New York today from London.

•

SOL A. SCHWARTZ, president of RKO Theatres, will arrive in Hollywood from New York today to view new productions scheduled for late summer release.

•

CARD WALKER, Walt Disney Productions vice-president in charge of sales and advertising, has arrived in New York from the Coast.

•

MRS. BLOSSOM CARLTON, wife of RICHARD CARLTON, vice-president of Trans-Lux TV, has given birth to their second son, to be named KENNETH.

•

SPENCE PIERCE and JACK HUBBS, exhibitors of Knoxville, Tenn., have returned there from Atlanta.

•

SAM SPIEGEL, producer, will leave New York today aboard the "Queen Elizabeth" for England.

•

CECIL BEATON, set designer, will leave New York for London today via B.O.A.C.

•

MRS. ROBERT LONG, Jr., has given birth in Cleveland to a girl, CHARLOTTE IRENE. Father is manager of the Hilliard Square Theatre there.

•

KERWIN MATHEWS has arrived in New York from Mexico City, en route to Frankfurt, Germany.

•

SANDRA JEAN SIMMONS, secretary to BARNETT GLASSMAN, president of Pathe News, will be married on Saturday at St. Catherine of Sienna Church to WILLIAM BARON, Washington attorney.

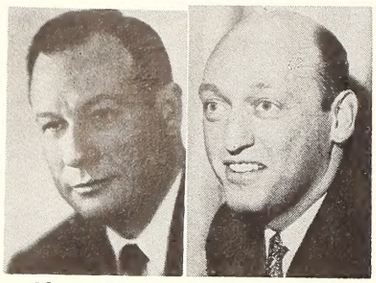
39 Years of skilled Craftsmanship in Feature Trailer Production... available for your SPECIAL ANNOUNCEMENT FILMS
Custom Produced by the hand of experience!
NATIONAL SCREEN SERVICE
TOPS IN TRAILERS

Fox Officials

(*Continued from page* 1)

of "South Pacific" and "The Diary of Anne Frank."

Norris will be in charge of "South Pacific" plans in its general release to all theatres following a successful



Glenn Norris Martin Moscowitz

series of Todd-AO engagements during the past year in key cities of the nation. Moskowitz will supervise the distribution of George Stevens' "The Diary of Anne Frank" which recently had premieres in New York and Los Angeles.

Will Have More Time for Product

Both sales chiefs will devote a major portion of their efforts to launching these top attractions during the next few months. Because of the recently instituted policy of autonomy within the company's sales organization, Moskowitz and Norris will find themselves free to function on a higher national level and devote maximum effort and time to the company's important pictures, it was pointed out by Harrison.

MGM-TV Deal

(*Continued from page* 1)

der the personal supervision of David Susskind, executive producer.

The first show to be co-produced under this agreement is "Meet Me in St. Louis," starring Tab Hunter, Jane Powell, Walter Pidgeon, Jeanne Crain, Reta Shaw and special guest Ed Wynn. George Scheafer will direct, and David Susskind will serve as producer. It will be televised over the CBS television network April 26 under the sponsorship of the Westclox Division of General Time and The Philco Corp.

Six Titles Listed

Nine other "specials" are slated for production in the 1959-1960 broadcast season, all based on outstanding properties from M-G-M's pre-1984 feature library. They include "Mrs. Miniver," "Waterloo Bridge," "Green Dolphin Street," "Ninotchka," "Valley of Decision," "Woman of the Year." Sponsor interest is reported in these shows. All the shows will be produced live on videotape. In any case tapes of the programs will be available for subsequent syndication by M-G-M-TV.

Mrs. G. Skouras Aids Manager's Son

With the help of Mrs. George Skouras, wife of the United Artists Theatres executive, 14-year-old Joey Tolve, who is blind and suffering from a rare disease known as Hans Schuller Christian, will have a swimming pool in his backyard this summer.

Mrs. Skouras, who is active in philanthropic projects, first learned of Joey's need for aquatic exercise when his father, Joseph L. Tolve, manager of the Capitol Theatre, Port Chester, N. Y., approached the Skouras chain for a loan to build the pool. Upon hearing this, Mrs. Skouras went to work rounding up contractors and pool suppliers, with the result that the pool will cost the Tolves nothing. Furthermore, her husband's company is raising funds for Joey's medical care and future education.

Picker Sees $90,000 Week for 'Hot' Here

Eugene Picker, president of Loew's Theatres, predicted yesterday that United Artists' "Some Like It Hot" would register between $85,000 and $90,000 for its first week engagements at the "new" Loew's State Theatre in New York. To date the UA release has registered a big two-day gross of $29,708, playing to capacity houses since its opening day on Easter Sunday.

Audiences Enthusiastic

Judging from audience reaction and the word-of-mouth publicity surrounding the Mirisch Company presentation, Picker forecast that the film would continue its strong box-office performance for weeks to come.

Rank Men Re-Locate

ATLANTA, March 31. — Hal Stephens, formerly office manager and head booker for the Rank organization here, has joined the booking department of Columbia Pictures.

Dave Prince, former Southern district manager for Rank, has joined the new Lopert organization, with offices at United Artists. Mrs. Lizabeth Morgan, who has been his secretary, moves to Lopert with him.

Schneider, Warner

(*Continued from page* 1)

vision films, the new company plans to produce legitimate plays on Broadway, commercial and industrial films for national corporations, and to engage in other business ventures, according to its announcement. Schneider, who is due back in New York from Hollywood today, said definite plans for the company will be announced soon.

'Windjammer'

(*Continued from page* 1)

been reported the likely situation fo a return engagement of "Windjam mer" following a hard-ticket run las April through September at the Rox here. It was generally reported tha the Warner, which would have n Cinerama features immediately avail able to it following the current "Sout Seas Adventure," would pick u "Windjammer," as has been the cas for some Cinerama operations outsid New York.

This report, according to Stanle Warner, was a misunderstanding stemming from reports emanatin from National Theatres at the clos of the Roxy run of "Windjammer." These reports said that "Windjam mer" was "likely" to play the Warner but were never confirmed by Stanle Warner officials, who deny that a dea for the Warner was ever made.

To Switch in June

In June, the Warner will switch over to Todd-AO projection fo "Porgy and Bess," further eliminatin a "Windjammer" date if Stanley War ner suddenly decided it wanted on between now and that date. Th theatre will close temporarily for al terations.

Once the Warner converts to Todd AO, however, it will not be entirel lost to Cinerama and/or Cinemiracle it was reported. The theatre will re tain its three projection booths, bu only the center one will be used, be ing equipped with two 70 mm. pro jectors. The present Cinerama screen will be changed.

B.V. Meeting

(*Continued from page* 1)

tionally between July and December are Walt Disney's "Sleeping Beauty" Rowland V. Lee's "The Big Fisher man," in 70mm; and Disney's "Darby O'Gill and the Little People," "Third Man on the Mountain" and "The Jungle Cat." The entire line-up is in Technicolor.

Present and participating at the conference will be the company's eight domestic district managers home office sales executives and advertising, publicity and exploitation officials. Joining Ludwig in leading the discussions will be Lou Gaudreau executive vice-president; Jim O'Gara Eastern sales manager; Jesse Chinich Western sales manager; and Ray Keller, Walt Disney Coast Studio executive.

Charles Levy, national advertising-publicity-exploitation director, will describe overall promotional plans being charted to pre-sell each of the five pictures. Assisting Levy will be Gil Pearlman, advertising copy head; Mort Meyerson, art director; Bob Dorfman, exploitation manager; and Harold Rand, publicity manager.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.



Only Four Days 'til OSCAR DAY

Tell your patrons and friends to tune in to NBC-TV or NBC-Radio for the biggest show of the year.

Trans-Lux Deal

(*Continued from page* 1)

th Richard Brandt, president of ans-Lux Pictures.

Rive has also completed arrange-ents for the personal representa-n of Gala Film Distributors in New rk by Richard Gordon of Gordon lms, Inc. Gordon will act as liaison r Gala with Trans-Lux Pictures, as ell as handling other deals in Amer-a which Rive will shortly announce. Gala Film Distributors is a lead-g distributor of continental Euro-an product in the United Kingdom, d the only such company to control own circuit of theatres throughout e country. Its chain includes three st-run houses in London, and key uses in every major city in Eng-nd.

ix Start, 4 Finished; oast Production at 26

From THE DAILY Bureau

HOLLYWOOD, March 31. — The art of six pictures and the comple-n of four others this week, brings e total of pictures in production up 26 in all.

Started were: "Ten Years A Coun-rspy" (RD-DR Corporation-Colum-a); "Girl's Town" (Albert Zugsmith oduction—MGM); "A Private Affair" 0th Century-Fox); "The Alligator eople" (Associated Producers, Inc.,— th Century-Fox); "Three Came to ll" (Premium Pictures—United Art-ts release); "The Bramble Bush" nited States Pictures — Warner os.).

Completed were: "On the Beach" tanley Kramer—U.A.); "The Legend Tom Dooley" (Sheptner Production Columbia); "Miracle of The Hills" d "The Return of The Fly" (As-ciated Producers, Inc., 20th Cen-ry-Fox).

lan Detroit Drive-in

DETROIT, March 31. — Raymond hreiber of the Midwest Theatres mpany reports the chain is for-ulating plans to break ground some ne in April for a Drive-In to be cated in Livonia, this city's north-est suburb which has no other out-or house at present.

Willis Services Held

ALBANY, N. Y., March 31.—Pri-te funeral services have been held re for Forrest L. Willis, 54, long-me broadcaster and more recently lecaster associated with local thea-e men in the activities of the Varie-Club's Camp Thacher.

REVIEW:

Warlock

20th-Fox—CinemaScope

A CAST DISTINGUISHED both in numbers and marquee value, a complex plot searching into the characters and motivations of four principal characters, rugged and breathtaking scenery photographed in De Luxe color, and authentic atmosphere and settings, set this sweeping story above and apart. Richard Widmark, Henry Fonda, Anthony Quinn and Dorothy Malone play the leads with practised aplomb, spinning out the far-flung tale of the old West to its ultimate gunfight.

Lavish production values, including the exact recreation of an isolated western town of the '80's, mystery as the past lives of the principals are unfolded, and suspense as the conflicts build to gun fight after gun fight in the best draw and shoot tradition, add to the production's box office potential. Edward Dmytryk, veteran of such successes as "The Caine Mutiny" and "The Young Lions," both produced and directed.

Fonda is an almost legendary gunfighter, hired by the dusty town of Warlock as marshal to keep the peace and control a tough and mean band of cowboys from a neighboring ranch. Arriving with him is Quinn, gambler, gunfighter and long-time partner and defender of Fonda. Widmark, originally a member of the gang of cowboys along with his brother, Frank Gorshin, is disgusted by their excesses, stays in town and eventually is named deputy sheriff, legally designated in conflict with Fonda's extra-legal status.

FONDA AND QUINN cow the gang but ultimately are brought into conflict with one another by the arrival of Dorothy Malone, Quinn's former girl friend who has vowed to bring about Fonda's death. Somewhat murky overtones of a triangular relationship between Fonda, Quinn and Miss Malone, are brought to a head by Fonda falling in love with Dolores Michaels, town schoolteacher and nurse, and by Widmark falling in love with Miss Malone. Quinn, drunk, disillusioned and angry at Fonda for wanting to quit the life of a gunman, taunts Fonda into killing him. Widmark, now in full charge as deputy sheriff, orders Fonda to leave town. After a night of mourning for Quinn, and after again proving his superiority at drawing a gun, Fonda symbolically discards his gold-handled guns and rides off alone.

It is in the interplay among these complex characters and in the suspense arising from their relationships that the picture's value lies. Sharper editing and better pacing of the story might have heightened the overall effect but these are faults which audiences will overlook in the basic sweep and action of the production.

The apt and capable supporting cast includes in addition to Miss Michaels, Tom Drake, Richard Arlen, Regis Toomey, Donald Barry, Wallace Ford, Ann Doran and Robert Adler.

Western fans will be delighted and showmen can find a wealth of exploitable material in the cast and the production values on which to build effective campaigns.

Running time, 121 minutes. General classification. April release.

JAMES D. IVERS

Auerbach Named

(*Continued from page* 1)

tal manager for Europe and the Near East. Auerbach will continue directing all matters relating to sales in the territories under his control.

Kastner has also appointed John McNab as administrative supervisor for Continental Europe and the Near East. In this capacity, McNab remains in charge of all matters relating to administration and finance.

Mrs. Claughton Elected

MIAMI, March 31. — Mrs. Lillian C. Claughton, owner of the Claughton circuit has been elected vice-president of the Miami-Dade County Chamber of Commerce, the first woman to be so honored in the history of the organization.

Weiner Heads

(*Continued from page* 1)

rope in connection with Sam Spiegel's production of "Suddenly Last Summer" for Columbia release. Weiner & Salemson founded Film Representations, Inc., two years ago.

Requiem for J. D. Foley

ALBANY, N. Y., March 31.—Requiem mass was celebrated today in St. John's R. C. Church for James D. Foley, 54, a stagehand at Warner and Stanley Warner theatres for 15 years, who died at St. Peter's Hospital following an illness of six weeks. He is survived by his wife, four daughters, four sisters, a brother and 10 grandchildren.

National Pre-Selling

DEBBIE REYNOLDS, working on MGM's "It Started with a Kiss" in Spain, was photographed in a gay mood by "Life's" lensmen in Madrid for the cover of the March 30 issue.

In a cover story Debbie is seen full of fun and as bouncy as a kitten on a living room rug. Crowds gathered wherever she went and one night Spanish beribboned university students lured her from the dinner table, perched her on a small automobile in the street and sang her love songs. A photo of this joyous event appears across a two page spread.

•

"Compulsion," the film based on the lives of Leopold and Loeb in the year 1924, was selected by "Redbook" as the picture of the month for April. This new 20th-Fox film will have its New York premiere at the Rivoli Theatre.

•

"Sleeping Beauty," the tale of Princess Aurora who on her sixteenth birthday fell under a wicked fairy's spell, to be broken only by her true lover's kiss, has been transformed into a handsome cartoon feature by Walt Disney, according to Edwin Miller in "Seventeen's" April issue.

•

"Green Mansions," the story of Rima, the girl of strange beauty, and Abel, the adventurer who met and loved in a jungle Eden where menace lurked amid orchids, is advertised on the table of contents page in the March 21 issue of "The Saturday Evening Post."

MGM sent Audrey Hepburn, Anthony Perkins and the supporting members of the cast to the luxuriant jungles of Venezuela, so that this W. H. Hudson story could be photographed in its true habitat, a tropical jungle.

•

During a break in the shooting of Allied Artists' "The Big Circus," stunt man Chester Hayes had to make a rush call to his casting office about a job. Like most stilt men, Hayes goes to any length to avoid the 15 minute chore of removing his extra legs. So, balancing carefully, he bent over a phone booth until he could squeeze in a call. "Life" in the March 23 issue has a full page photo of this interesting stunt.

•

"The Guns of Navarone," the Carl Foreman production, is mentioned prominently in a pictorial story appearing in the March 17 issue of "Look." The article spotlights Annette Stroyberg who will play the feminine lead in this upcoming Columbia release.

•

A striking ad on U-I's "Imitation of Life," starring Lana Turner and John Gavin, appeared in the March issue of "Seventeen."

WALTER HAAS

TWA JETSTREAM



Bob Cummings, wife and children, at home in the spacious comfort of TWA's giant Siesta Sleeper Seats. Mr. Cummings stars in his own television show, Tuesday nights, NBC-TV.

Daily NON-STOP service between the West Coast (LOS ANGELES · SAN FRANCISCO) and NEW Y

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Exclusive!

SIESTA SLEEPER SEAT

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Relax . . . lie far back for sleep! There's a full 50 inches of space between giant TWA Siesta Sleeper Seats! Exclusive on all *TWA JETSTREAM** coast-to-coast flights, they are available at regular First Class fare. The perfect complement to *TWA JETSTREAM* Ambassador service. Appetizing snacks . . . superlative meals served with freshly brewed coffee. Small wonder particular people say, "the best way is by TWA!"



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Make TWA JETSTREAM reservations now. Call your TWA travel agent or nearest TWA office today.

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PEOPLE

Matt Gilligan, who has been assistant to **James B. Conkling,** president of Warner Brothers Records, Inc., has been named to the newly-created position of co-ordinator, international division. He will make his headquarters at the company's Burbank offices, assistant **Robert B. "Bobby" Weiss,** recently appointed director of the international division.

□

William "Billy" Pierce, who for many years operated the Savoy Theatre, Milwaukee, is now managing the Egyptian Theatre of the Stanley Warner circuit. The Savoy was recently taken over by **Don Perlewitz.**

□

Russell Arnett, formerly vice-president of Arco Features, has been named vice-president in charge of production for Bert L. Coleman Associates, Inc.

□

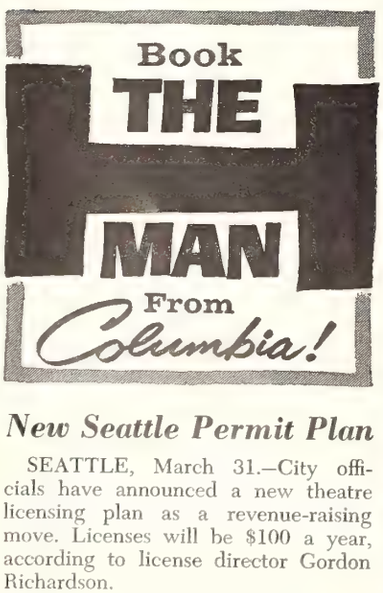
James Ascher has returned to Milwaukee as salesman at the Columbia exchange.

□

William C. Hunt, veteran exhibitor of Wildwood, N. J., where he still is active in the operation of Hunt's Theatres, resort-area circuit, observed his 87th birthday last week.

□

Harry Gulliver, projectionist at the Stanley Warner circuit's first-run Warner Theatre, Bridgeport, Conn., is on a three-month leave of absence.



New Seattle Permit Plan

SEATTLE, March 31.—City officials have announced a new theatre licensing plan as a revenue-raising move. Licenses will be $100 a year, according to license director Gordon Richardson.

Ohio Theatre Sold

WHITEHOUSE, O., March 31. — Mr. and Mrs. Carroll Harris have turned over the Whitehouse Theatre to Wayne Kutzner of Toledo. The Harrises have also closed their La-France Theatre in Swanton, O.

V.C. Contributions $2,700,000

(*Continued from page* 1)

in this country and abroad. The Heart Chairman will point out that the 1958 humanitarian expenditures substantially boosted the more than $75,000,000 which Variety Clubs International have raised and contributed since Variety came into being in 1928.

"A number of the charity projects sponsored and financed by Variety Clubs International are widely recognized for the outstanding work being accomplished, especially in fields related to the health and well-being of children," Golden will report. He will then cite outstanding examples of humanitarian enterprises identified with specific Variety Club tents.

Points to Future Projects

"There are a number of plans in Variety Clubs International for the future enlargement of these objectives and for the adoption of new programs to meet the needs of the communities where Tents are located. Through these accomplishments the Showmen of Variety are in fact and deed living up to their slogan THE HEART OF SHOW BUSINESS."

Over 150 delegates attending the opening business session here today, paid tribute to International Chief Barker George Eby for his tireless efforts as the "hardest working Variety leader in its history."

February 8 through 14, 1960, was voted for next year's Variety Week celebration.

Chikao Kano, managing editor of "Mainichi," Japan's largest daily newspaper, told delegates he plans to reactivate the tent in Tokyo, dormant for the past six years.

Later at a luncheon in the Sands Hotel for past international chief barker John Rowley, hosted by chairman Eugene Murphy, of Tent No. 39, Kano received an ovation for suggesting that a future convention be held in Tokyo.

Indication was also noted that inactive tents in Columbus and Kansas City will be revived.

A resolution by Edward Shafton, international fixer, adopted by the delegates on a motion by Eby, offered unanimous expression of thanks and appreciation to the amusement industry trade press in covering and reporting Variety activities all over the world.

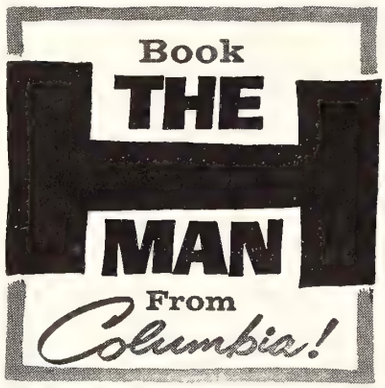
Eby's report to the convention delegates pointed out the growth from 11 men who spent $300 per year for a single child to an organization of nearly 10,000 members expending almost $3 million per year for health and welfare of children.

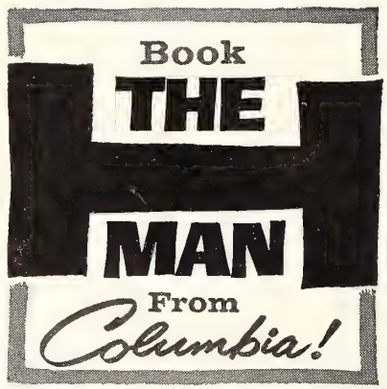
The report urged a stronger effort for the membership to expand in fields of radio, television, newspapers and advertising.

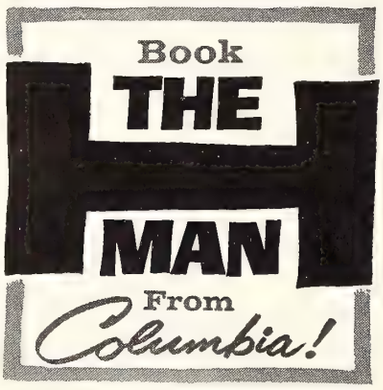
References were also made of the year's activity covering regional meetings, visits to tents, importance of the barker, the organization's journal as a communications medium; securing of J. Raymond Bell as international press representative; "Variety Week" and appointment of an International Charities Committee.

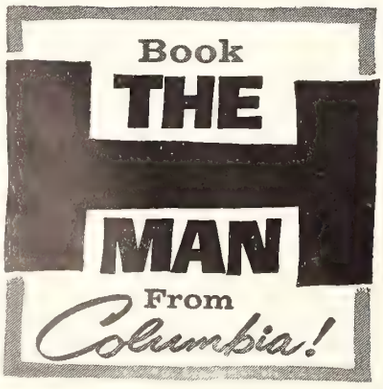
Ray Bell expressed the need for an interchange of information between the tents.

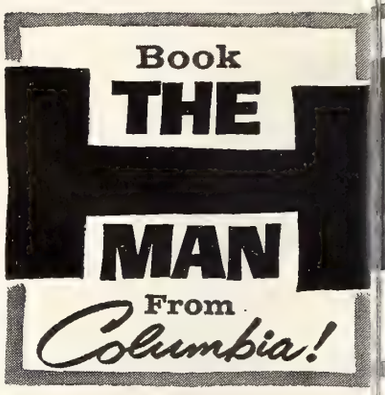
Highlighting today's luncheon was the introduction by London's James Careras of John Mills, England's top toastmaster, who traveled here without compensation.









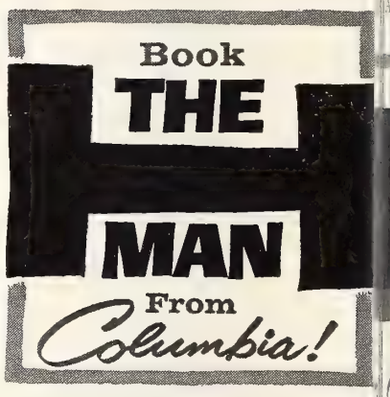


Columbia's 'Jane'

(*Continued from page* 1)

honor the entire New England territory by opening the film in the area's Hub, Boston.

Robert S. Ferguson, Columbia's director of advertising, publicity and exploitation, leaves for Boston today to set up plans for the kickoff of the film. He will confer with Dan Finn of B & Q Theatre, operators of the Astor, Boston newspaper editors, Harry Rogovin, Columbia's New England division manager, and John Markle, Columbia's territorial promotion manager.

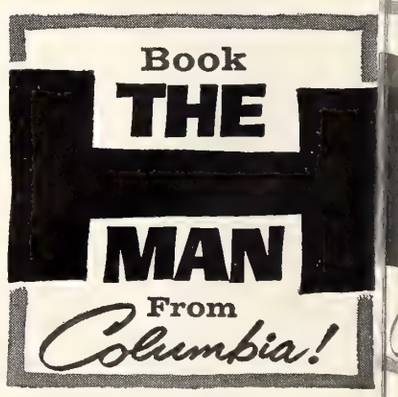


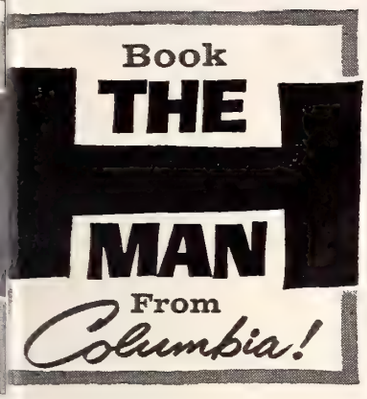
Coast Billboard Group Bars 'Maja' Advertising

From THE DAILY Bureau

HOLLYWOOD, March 31.—Southern California Outdoor Advertisers has denied United Artists exploiters use of Los Angeles area billboards to promote the 20-theatre city-wide opening of "The Naked Maja" scheduled for Apr. 15.

The billboard "blackout" of "The Naked Maja" follows the refusal of Los Angeles's four major dailies to accept the film ads.





British Films

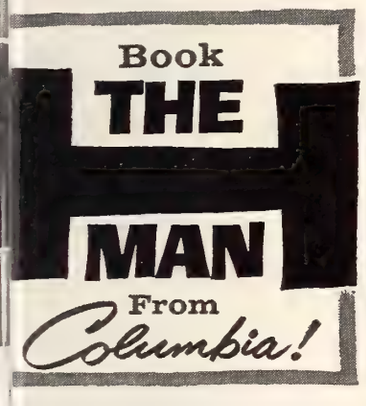
(*Continued from page* 1)

tgoing from the United Kingdom ould result and the sums concerned ve therefore been included in these mputations as they represent a dol- saving," the Board of Trade docu- nt pointed out.

Admissions at 164 Million

Theatre admissions for the fourth arter of 1958 totalled just under 4,000,000, which is some 26,000,- 0 or 13.6 per cent below the fourth arter of 1957.

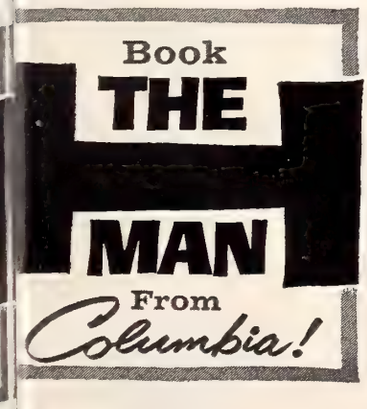
An analysis shows that smaller



eatres suffered declines well above e average with large theatres show- g declines well below the average. he average admission price rose to .9 pence, or .7 pence above the st half of the year, it was esti- ated.

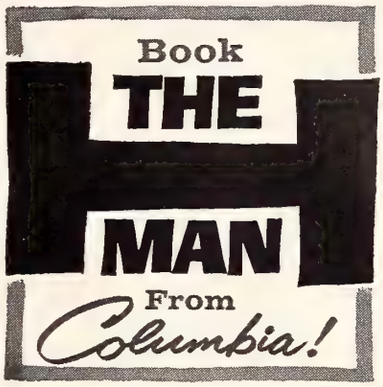
Total Takings Down 9.4%

As a result of this increase total kings for the four quarters are only l per cent less than the same period 1957.



Mees Drive-in Articles Reprinted by Texas Unit

A series of articles on the operation and maintenance of drive-in theatres by Curtis Mees which originally appeared in the Better Theatres section of MOTION PICTURE HERALD have been reprinted by the Texas Drive-in Theatre Owners Association. The five articles are headed "Starlite Showmanship," "Making and Keeping the Drive-in Theatre Attractive," "Promoting Business — Drive-in Style,"

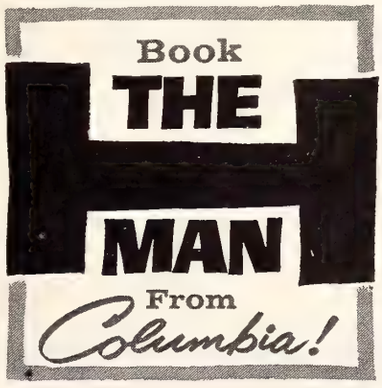


"Refreshments," and "Selection and Training of an Operating Staff." The reprint is in the form of a 12-page brochure which the Association is mailing to its members.

William Brereton Dies; Was Buffalo Pioneer

Special to THE DAILY

BUFFALO, March 31. — William Brereton, 75, a veteran of 40 years in the theatre field, who had retired last month as advertising-publicity director of the local Basil circuit, died at his home here. He is survived by his wife, a brother and four sisters.



Three Clevelanders Die

CLEVELAND, March 31. — Local 160, IATSE, lost three members recently by death. Clarence Kramer, 51, projectionist at the Garden Theatre for the past nine years, died suddenly in his home. Almost simultaneously, word was received of the death of Ernest J. Eck, projectionist at the Parma Theatre.

From Florida it was learned that Jerome Friedman, 67, retired local projectionist, has been killed in an automobile accident in Jacksonville, Fla.

Catholic Drive

(*Continued from page* 1)

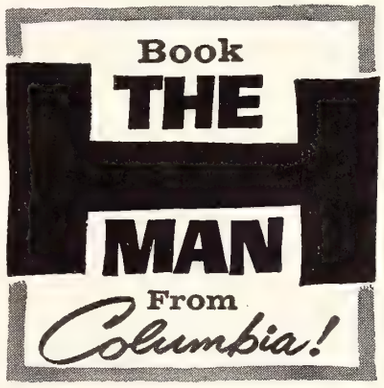
man is L. Douglas Netter, Jr., of Samuel Goldwyn Productions, Inc.

Composed of about 1,000 Catholic laymen, the Cardinal's Committee is organized along business and professional lines, with members soliciting special gifts from individuals in their own field. The committee has John S. Burke of B. Altman and Company as chairman, and John A. Coleman, a governor of the New York Stock Exchange, as executive chairman.

The Cardinal's Committee has accepted a quota of $1,200,000 of the overall goal of $3,105,267. The remainder will be raised by the 400 parishes of the New York Archdiocese through a house-to-house canvass April 19 to 29.

Otis Couch Dies

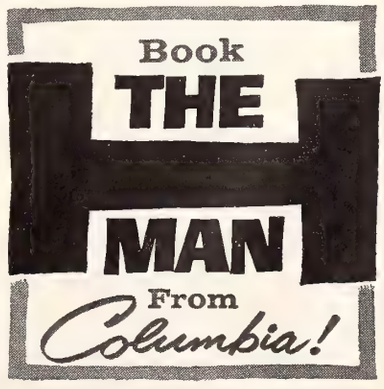
FAYETTEVILLE, Tenn., March 31. — Otis Couch, owner of the 64 Drive-in Theatre here, is dead following a heart attack.



Acquire N. J. Theatre

NEWARK, N. J., March 31. — Acquisition of the Elwood Theatre, here, was announced by Sheldon Smerling, executive vice-president of Eastern Theatres. A 1,500-seat neighborhood theatre, the Elwood is located on Broadway at Elwood Ave. Extensive remodeling and refurbishing of the interior will be started shortly, but one of the new features that will be offered immediately is free parking for patrons.

Eastern has taken over some adjacent property and ample off-street parking facilities will hereafter be available to patrons.



TENT TALK

Variety Club News

MIAMI—"Trousseau for Gigi" was the theme for the seventh annual spring fashion show and luncheon sponsored by Tent No. 33, Variety Club's women's committee, at the Eden Roc Hotel. Maurice Chevalier was guest of honor. Prizes to guests were presented by Susan Kohner, who is featured in Universal's "Imitation of Life," which opened here at Wometco's Carib, Miami, and Miracle theatres.

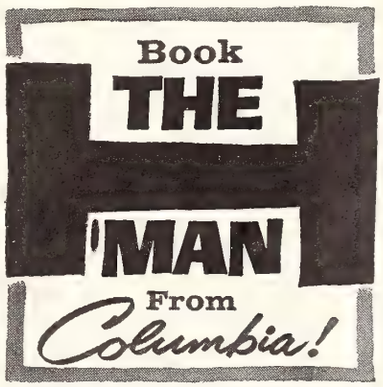
△

PORTLAND, Ore.—The heart clinic of the Children's Orthopedic Hospital, sponsored by Variety Club of the Pacific Northwest, Tent No. 46, was aided by four special benefit shows sponsored jointly by the club and Family Drive-in Theatres. Films were donated by 20th Century-Fox and Warner Brothers. Full cooperation was received from the operating unions.

'Movie Week' in D.C. Set Apr. 5 Through 11

From THE DAILY Bureau

WASHINGTON, March 31.—District Commissioners will sign a proclamation tomorrow afternoon designating the week of April 5 through 11 "Washington Motion Picture Week," in recognition of the annual presentation of Academy Awards. The proclamation will be presented to Judy Holliday, a former "Oscar" winner, who is appearing here in "The Bells Are Ringing."



Daylight-Saving Loses

PORTLAND, Ore., March 31.—The daylight-saving bill has been killed in the Oregon legislature. Defeat of the measure is attributed largely to a last-minute flood of telegrams from exhibitors who opposed the plan.

'Verboten' to Columbia

Columbia Pictures has acquired U.S. and Canadian distribution rights to "Verboten" from RKO Radio Pictures. The Samuel Fuller production is slated for a June release.

More remarkable FACTS OF "LIFE"

"Imitation of Life" is equalling or outgrossing "The Glenn Miller Story" ('til now Universal's biggest) in all 9 cities which have opened thus far...

Chicago, Cleveland, San Francisco, Charlotte, New Orleans, Miami, Boston, Baltimore, Los Angeles

Matinees are big...
midweek days are great...
week-ends are terrific!

Universal International

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 85, NO. 62 NEW YORK, U.S.A., THURSDAY, APRIL 2, 1959 TEN CENTS

Hits U.A.

Allied Chafes Over Delays In ACE Action

Calls Special Board Meet April 18-19 in Washington

From THE DAILY Bureau

WASHINGTON, April 1. — Some Allied States directors, impatient over continuing delays in getting the American Congress of Exhibitors' program under way, are urging Allied to instigate action of its own.

This is revealed in a bulletin to Allied members sent out today from the office here of Abram F. Myers, chairman and general counsel, to be one of the principal reasons for the calling of a special meeting of the Allied board of directors scheduled for April 18 and 19 at the Washington Hotel here.

The bulletin says that "Numerous reasons were assigned by those demanding the meeting, including the claim that Allied, while awaiting

(*Continued on page 2*)

Tennessee Removes 5% Admission Tax

The Tennessee Legislature has passed a bill eliminating the State's 5 per cent admission tax, which has been yielding approximately $250,000 a year, COMPO said yesterday. The bill was signed by the Governor, March 11, and becomes effective July 1, 1959.

There is also a clause in the bill which eliminates the authority of

(*Continued on page 2*)

Berman Joining Disney As Cont. Assistant

Julian D. Berman has been appointed assistant general manager of Walt Disney Productions for Continental Europe, it was announced by Roy O. Disney, president of Walt Disney Productions. Berman will join Walt Disney Productions as of Mon-

(*Continued on page 2*)

TELEVISION TODAY—page 7

70mm Installations on Rise; Expect Big Increase by Fall

By WARREN G. HARRIS

Producers and distributors of 70mm motion pictures can at present expect playdates in about 60 to 65 cities and towns throughout the United States and Canada, it was learned here yesterday. This total, however, is expected to increase considerably by fall, due to interest shown by exhibitors in the number of 70mm features being prepared for release in the coming months.

The Todd-AO Corporation, for example, reports that todate, the com-

(*Continued on page 7*)

Academy Announces Scientific Awards

From THE DAILY Bureau

HOLLYWOOD, April 1. — Winners of the 31st annual Academy Awards for scientific or technical achievement were announced today. There was, however, no award in Class I, for which a statuette is given.

Selection of the winners is made by the Academy's Scientific or Technical Awards Committee and presentations

(*Continued on page 7*)

Favor Tax Changes for U.S. Firms Overseas

From THE DAILY Bureau

WASHINGTON, April 1. — The State Department released a consultant's report recommending easier tax treatment for American companies producing overseas.

The report was prepared by Ralph Straus for Undersecretary C. Douglas Dillon. The Department carefully ducked saying whether the Administration was prepared to back the recommendations.

A key Straus recommendation would permit American corporations to set up special corporations here to

(*Continued on page 6*)

Exchange Trading on NT Debentures Begins

Some $18,573,896, principal amount of the $20,000,000 authorized five and a half per cent sinking fund subordinated debentures of National Theatres, Inc., yesterday were admitted to trading on the American Stock Exchange, it was announced by B. Gerald Cantor, chairman, and John B. Bertero, president. Listing of the debentures was approved by the exchange on March 5.

The debentures were issued in connection with the exchange offer of warrants and debentures by which National Theatres is acquiring shares

(*Continued on page 6*)

To Probe State Power To Tax Out-of-State

From THE DAILY Bureau

WASHINGTON, April 1. — The Senate Small Business Committee will start hearings next Wednesday to explore recent Supreme Court decisions giving state governments the power to tax income of out-of-state corporations.

Chairman Sparkman (D., Ala.) said

(*Continued on page 6*)

Sugarman Resigns Ohio I.T.O. Posts; Is Moving

Special to THE DAILY

CLEVELAND, April 1.—Charles Sugarman, former treasurer and a member of the board of Independent Theatre Owners of Ohio, resigned those posts after having acquired drive-in theatres at Parkersburg,

(*Continued on page 6*)

Hearings Today on AFM, MGA Dispute

From THE DAILY Bureau

WASHINGTON, April 1. — The National Labor Relations Board hears argument tomorrow on an attempt by the Musicians Guild of America to replace the American Federation of Musicians as the bargaining agent for musicians scoring music for independent producers.

The Guild seeks to represent musicians scoring for the Society of Independent Motion Picture Producers, the Independent Motion Picture Producers Association, Samuel Goldwyn Studios and RKO. Until now, these companies have dealt with A.F.M.

$2,700,000 Pledged

V.C.Int'lWould Protect Drives' TaxExemption

New Regulation to Prevent Charge for Fund-Raising

By SAMUEL D. BERNS

LAS VEGAS, Nev., Apr. 1. — Following receipt today of pledges totalling $2,700,000 for the 1959 Heart Fund Drive of Variety Clubs International, the delegates, in a precautionary measure to protect tax exemption of the organization's fund-raising campaigns for its charities, prepared an amendment to its constitution preventing charges for services supplied by individuals or fund-raising agencies.

The sum pledged by the delegates at today's business session in the Thunderbird Hotel, the second day of the 31st annual convention, represents in excess of a half-million dollars more than was pledged in 1958.

The afternoon session, following a luncheon at the Sahara Hotel hosted by Robert Cannon, past chief barker of Las Vegas Tent No. 39, which was

(*Continued on page 6*)

Sound Editors Honor Goldwyn with Award

From THE DAILY Bureau

HOLLYWOOD, April 1. — The Motion Picture Sound Editors honored Samuel Goldwyn today at their sixth annual awards luncheon and awarded to him its highest tribute, a plaque, making Goldwyn a life member of the MPSE. Gordon Sawyer, technical director of the Samuel Goldwyn Studios accepted the award for Goldwyn,

(*Continued on page 7*)

Lowenstein to Head Rogers, Cowan Office

Larry Lowenstein will join Rogers and Cowan as executive director in charge of the New York office, it was announced here yesterday by Henry Rogers and Warren Cowan. Lowenstein, who was director of special services for the CBS Television Net-

(*Continued on page 6*)

PERSONAL MENTION

ROGER H. LEWIS, United Artists national director of advertising, publicity and exploitation, is in Hollywood from New York for a series of promotion conferences.

•

SOL HANDWERGER, M-G-M Records promotion manager, will leave New York this week for Chicago, where he will attend the convention of the Music Operators of America.

•

GORDON HALES, British producer, returned to London yesterday from New York via B.O.A.C.

•

BUD AUSTIN, branch manager for United Artists in Denver, has been married there to LUCILLE JOHNSON. CLAUDE GRAVES, manager of the Flatiron Theatre, acted as best man.

•

WILLIAM GRAF, head of the Columbia Pictures planning department in London, left New York yesterday for Hollywood.

Berman to Disney

(*Continued from page* 1)

day and will operate under Michael Havas, European general manager. He will headquarter in Paris.

Berman had been with M-G-M for more than 30 years, handling its offices in Cuba, Uruguay, Japan, China and the Philippines, and most recently had been supervisor of several of the M-G-M European territories.

AFM Elects Two

William J. Harris, Dallas, was yesterday elected unanimously as vice-president of the American Federation of Musicians, AFL-CIO, to succeed retiring vice-president Charles L. Bagley, Los Angeles. Charles H. Kennedy, president of the San Francisco musicians' local, was likewise unanimously elected to the International Executive Board vacancy created by the elevation of Harris to the vice presidency. Announcement of the action of the executive board of the union, taken at its meeting in Tulsa, Okla., was made by Herman D. Kenin, president of the Federation, in a statement from his office in New York City.

'Imitation' Here Apr. 17

Universal - International's "Imitation of Life" will have its New York premiere at the Roxy Theatre on April 17.

ACE Delay Chafes Allied

(*Continued from page* 1)

promised action by the American Congress of Exhibitors on matters of first importance to exhibitors, has been stalled on dead center and has not functioned in the interest of its members. There is urgent need, it is asserted, for putting the association back into operation."

"It is further claimed," the bulletin continues, "that the position of the theatres in the motion picture industry is steadily deteriorating. The film companies, encountering no determined resistance from exhibitors, are running amuck. Virtually all pictures above run-of-mill are being specially handled in one way or another. As a result, the product is burned up before reaching the theatres that must play on general release. Moreover, in some areas, theatres are being arbitrarily zoned and bidding is being forced where it never existed before."

Forced Bidding

The bulletin charges that United Artists is "requiring theatres (in the Pittsburgh area) to bid regardless of the extent of competition between them," and also attacks that company's recent announcement that it was ending the "look-see" practice and would discuss no adjustments until an exhibitor had paid his contractual commitments to the company in full.

Allied cites assurances over the years from distributors that they want to price their pictures in accordance with the exhibitor's ability to pay, and asks how can that be better determined than by an analysis of a picture's performance in his theatre after close of the engagement?

It adds that the board will be concerned with the question whether, "after an exhibitor has dug into capital to pay the contract terms for an oversold picture, he is going to get a refund from the film company."

It counsels U.A. to "consider all possible consequences before summarily abolishing a business custom which, however repugnant in theory, has developed as a matter of necessity under the distributors' fantastic pricing policies."

Sees 'A Different Question'

Under the heading, "Restraining Competition," the bulletin says "A joint distributing agency for several producers is one thing but when that agency prescribes uniform conditions and terms of sale for those producers, and they agree thereto, a different question is presented."

The bulletin says Allied directors who have not yet contacted their Washington representatives on behalf of Congressional support for Allied's "white paper" campaign can make arrangement to do so on the day preceding and the day following the board meeting.

Also expected, is word whether Horace Adams, Allied president, who has been ordered by his physician to curtail his activities, will be in a position to continue in that post.

'Count' Premiere Will Benefit Free Milk Fund

The premiere of "Count Your Blessings," the M-G-M film comedy which will follow "Green Mansions" into Radio City Music Hall the latter part of April, will be marked by a benefit for the Free Milk Fund for Babies of which Mrs. William Randolph Hearst is founder and president.

The fund will take over the entire first mezzanine for the evening performance and will also hold a champagne supper-ball at the Waldorf-Astoria Hotel following the show. Tickets for the combined affair will be $50 each.

To Repeat 'Reade Story'

"Pulsebeat," the syndicated coast-to-coast television series which dramatizes the stories of American industry, and presented "The Walter Reade Story" last fall, has chosen to repeat this presentation due to its initial success, again on Sunday, April 5, over the Mutual Network, WOR-TV, Channel 9, at 1:15 P.M.

Tennessee Removes

(*Continued from page* 1)

cities to levy a 2 per cent tax on theatre admissions. This will prevent municipalities, not now levying such taxes from imposing them later.

The fight for repeal was led by the officers of the Tennessee Theatre Owners Association. Walter L. Morris, Knoxville theatre owner, who is a member of COMPO's Tax Committee, said: "The elimination of this levy is another instance of the grass roots working to secure relief and primary credit goes to the little man who worked and followed a good organization plan."

'Tables' Big in N.Y.

United Artists' "Separate Tables" has rolled up a $556,907 gross at the Astor and Normandie Theatres in New York over the past 16 weeks, it was announced by William J. Heineman, vice-president in charge of distribution. Breakdown of the gross figures show $429,474 for the Astor and $127,433 for the Normandie. The UA release holds over for a 17th week at the two theatres, beginning today.

L&G Circuit Starts Managers' Contest

Special to THE DAILY

BOSTON, April 1. — Lockwood Gordon Enterprises has started a ma agerial contest to run for nine mont based on the best methods of adve tising, promotion, exploitation a economy of operation by each manag in the circuit's 32 theatres. The fi prize is an all-expense trip to Mia for two for two weeks, or $1,000 cash. The second prize is $500, a there are 12 other major cash priz plus special monthly awards.

The contest was announced at series of regional managerial mee ings held in Waterville, Me., coveri the northern New England houses, Providence, covering the Rhode land and southern Massachusetts the tres and in Hartford for the circui Connecticut houses. General manag Douglass Amos said the purpose of t contest is to further encourage a reward the managers for their effo in these important phases of theat operation.

Join Allied Unit

DENVER, April 1.—Neil Beezl president of Allied Rocky Mounta Independent Theatres, Inc., repo that the following exhibitors ha joined that organization, which is filiated with National Allied: W. Kinder, Star Theatre, Imperial, Ne Mrs. Bert Lewis, Peerless Thea Holyoke, Colo.; Maxine Erickso Grant Theatre, Grant, Neb.; Isado Gershner, Wells Theatre, Cheyen Wells, Colo.; Charles McCarthy, Li coln Theatre, Limon, Colo.

NO LANGUAGE BARRIER

Translate your picture into U. S. Dollars with a Ben Adler National Advertising Campaign.

Ben Adler ADVERTISING

LOngacre 4-2190 • 1501 Broadway, N.Y.C.

FOR SALE CHEAP!

Gasoline Driven

2000 Amp. D.C. Generator

Portable — Compact

Near New Excellent Condition

Write

Box No. 42, MOTION PICTURE DAILY
6305 Yucca St., Hollywood 28, Calif.

SHOWMEN'S CHOICE FOR THIS and EVERY YEAR

For The BEST SPECIAL **TRAILERS**

40 Years of Experience have taught us the "Know-how" of making Special Trailers ...

filmack

1327 S. Wabash CHICAGO 5, ILL. TWO PLANTS 630 Ninth Ave. New York, N.Y.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Edito Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Was ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in t principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefell Center, New York 20. Telephone Circle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-Pre dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

20th, THE ONLY COMPANY EVER TO HAVE 3 FOUR-STAR



ATTRACTIONS ON BROADWAY AT ONE TIME!

GEORGE STEVENS' production of

THE DIARY OF ANNE FRANK

RKO **NOW**
PALACE THEATRE
★ ★ ★ ★ *Daily News*

DARRYL F. ZANUCK Productions Inc. presents

COMPULSION

NOW
RIVOLI THEATRE
★ ★ ★ ★ *Daily News*

JERRY WALD's production of

THE SOUND AND THE FURY

NOW
PARAMOUNT THEATRE
★ ★ ★ ★ *Daily News*

Warners says it

short and s

"BRA

IS EVEN BIG

"MA

AVO"



ER THAN

ME"!

"HORRORS OF THE BLACK MUSEUM"
in
WARNOVISTA
CINEMASCOPE
and
Blood Curdling
Color
American International PICTURES

Variety Meet

(*Continued from page* 1)

opened by children of the organization's Day Nursery singing the National Anthem, was devoted to the delivery of heart reports by tent delegates in a bid for the annual Heart Award.

Judges selected by Heart Award chairman Nathan Golden, for the award to be announced Friday night at the concluding dinner ceremonies, were Sam Berns, Quigley Publications; Bernard Charman, editor of the Daily Cinema, London; Charles Alicoate, "Film Daily"; H. M. Greenspun, publisher, "Las Vegas Sun"; Hy Bossin, editor "Canadian Film Weekly," Toronto; Al Cahlan, general manager, "Las Vegas Review-Journal" and William Stiles, general manager, station KLRJ-TV, Las Vegas.

Carreras Present

James Carreras, of London; Rick Bourke, of Dublin, and Mike Frankovich, of London, are lending much to the color and atmosphere of the international scope of Variety with their active participation at the meetings and in the events that follow.

Bourke extended a surprise invitation to all delegates to attend a special Irish Coffee Party at the Stardust Hotel tomorrow evening.

To Probe State Power

(*Continued from page* 1)

the committee had been receiving complaints from distributors and wholesalers in many industries, and was interested in seeing if it could get agreement on uniform standards for determining how much of a company's income shall be taxed in each state. Most tax experts are convinced it would take a constitutional amendment to overturn the Supreme Court decision completely, and that this is unlikely to come to pass.

Hearings will begin here, and probably will be followed by hearings around the country.

Lowenstein to Head

(*Continued from page* 1)

work, will take over his new duties Monday.

Joining CBS in 1955 as director of press information, New York, Lowenstein formerly was director of publicity-promotion for Benton and Bowles, Inc. He is chairman of the publicity committee of the Academy of Television Arts and Sciences.

Sugarman Resigns

(*Continued from page* 1)

West Virginia, outside Ohio ITA territory. Milton Yassenoff of Columbus, O., has been elected treasurer for the balance of Sugarman's term.

For reasons of health, Horace Adams was obliged recently to relinquish most of his duties as president of ITO of Ohio, and Marshall Fine, vice-president, was appointed to take over those duties.

REVIEW:

Bad Girl

Wilcox—Neagle—Hal Roach

Starring the attractive Anna Neagle, whose name and talents should still be familiar to certain segments of the American audience, this British-made melodrama is mildly engrossing in its depiction of a nicely brought up teenager who gets into the wrong company. The teenager is pretty Sylvia Syms, and the bad influence, Kenneth Haigh, who recently scored a triumph on the Broadway stage in "Look Back in Anger."

Produced and directed by Miss Neagle's husband, Herbert Wilcox, "Bad Girl" has certain exploitation values inherent in the story and screenplay by Felicity Douglas. Miss Syms' capers find her involved with a teenage element similar to some of our own misguided youths, and audiences here will find sufficient situations with which to identify.

A war widow, Miss Neagle has her hands full as fiction editor of a teenage magazine and the mother of two growing girls, Miss Syms and the younger Julia Lockwood. A secretarial school student, Miss Syms meet immature playboy Haigh at a dance and soon finds herself being introduced to some of the less desirable youths of London.

From the start, Miss Neagle tries to keep track of Miss Syms and her friends, but is eventually called to New York on business. When she returns, she finds that Miss Syms has been completely taken by Haigh and his associates. In an attempt to get some money from an elderly aunt, Haigh accidentally kills the old woman, and Miss Syms is picked up by the police as an accessory to the crime. Alone in prison, Miss Syms realizes her mistakes and is finally reconciled with her mother.

Running time, 100 minutes. General classification. Release, in March.

WARREN G. HARRIS

'Maja' Ads Accepted By L.A. TV Stations

Special to THE DAILY

LOS ANGELES, April 1. — The television stations of this city have accepted United Artists' "The Naked Maja" advertising campaign for that picture's 20-theatre city-wide opening on Apr. 15.

In accepting spot announcement trailers, television became first of mass communications medium to show the famed controversial nude masterpiece by Goya after a virtual blackout was imposed by major daily newspapers and billboard lessors when they refused to use any ads reproducing the painting.

Some Stipulations Made

Though all TV stations went along on accepting trailers it was understood that there were stipulations by two of the stations concerning time. One will use spots after 9:00 P.M., while the other has rejected them during any children's shows.

The TV trailers are of 10, 20 and 60 seconds.



Only 3 Da 'til OSCAR D/
Tell your patr and friends tune in to NB TV or NBC-Ra for the bigg show of the ye

Tax Change

(*Continued from page* 1)

actually produce goods abroad. Th companies would be taxed on ov seas earnings at the regular 52 per c rate only when returned to the U —not when it is earned abroad. Wh the report covers production acti ties, if the recommendations ever w to Congress there would be a stro effort to cover distribution firms well.

An earlier report by a President study group called for cutting the on foreign-earned income to 7.8 cent. The Strauss report suggested rate changes.

State Department in Favor

A bill by Rep. Boggs (D., Al would permit the special foreign bu ness corporations and would also overseas earnings at 14 percenta points less than other earnings. T State Department would like to some tax incentives enacted by C gress to spur overseas investment, the treasury is balking because of revenue loss.

Exchange Trading

(*Continued from page* 1)

and warrants of National Telef Associates, Inc., now a National Th tres subsidiary. The debentures, sued in denominations of $100, $5 and multiples of $1,000, are March 1, 1974. They are traded der the Exchange ticker sym NTR.

More light + slower burn= lower costs
NATIONAL TRADE-MARK
PROJECTOR CARBONS

70mm.' Rises

(Continued from page 1)

ny has made seventy 70mm in-llations in the U. S. and Canada, h another 15 expected by the time muel Goldwyn's "Porgy and Bess" eady for release this summer. Very timistic about the future and budd-g interest in 70mm, Todd-AO pre-ts that by late fall 50 installations ll have been added to the present . The company also at present has installations abroad, where it does t dominate the 70mm equipment ld to the extent that it has here up the present time.

ome Cities Have More Than One

Because Todd-AO has been the minant figure in 70mm in this ntry, its 70 installations can be epted as more or less the total mber of such situations here, al-ough the company does admit that nce in a very great while we hear an installation that wasn't done by " The number of 70 installations, wever, is not a direct indication of number of cities in which a 70mm ease can be shown, since some ies have more than one such in-llation. New York City, for example, ll soon have four, with the addition the Warner to the already equipped ew's State, Rivoli, and Criterion. The number 60 to 65 cities and wns is based primarily on the ex-riences of two current 70mm re-ses, "The Sleeping Beauty" and outh Pacific." The Walt Disney rtoon feature has played or is play-g 40 dates in 70mm with the Buena sta sales force looking for a maxi-um of 65 such engagements here d in Canada. To date, "Pacific" has ayed 56 engagements in Todd-AO the U. S. and Canada, with three w openings set for the immediate ture. Abroad, "Pacific" has played is playing 83 engagements, although of these are not in houses equipped Todd-AO, but by some other 70mm uipment house.

First Release Played 31 Dates

A sharp increase in the number domestic Todd-AO installations be-mes very clear when it is pointed t that the first picture to be re-ased in that wide-gauge process ayed only 31 dates in the U. S. and nada in 70mm and even fewer dates road. Mike Todd's "Around the orld in 80 Days" played a reported dates in Todd-AO domestically, t was not available in 70mm abroad.

cademy Announces

(Continued from page 1)

ll be made at the annual "Oscar" ow on Monday night.

The Class II Award, a plaque, went Don W. Prideaux, Roy Leighton, d the Lamp Division of General ectric Co. for "the development and oduction of an improved 10 kilowatt np for motion picture set lighting."

A second Class II award went to navision, Inc. for "the design and velopment of the Auto Panatar ana-orphic photographic lens.

The Class III Award, a certificate of honorable mention, went to Willy Borberg of the General Precision Laboratory "for the development of a high speed intermittent movement for 35mm motion picture theatre projection equipment."

A second Class III Award went to Fred Ponedel, George Brown, and Conrad Boye of the Warner Bros. special effects department for "the design and fabrication of a new rapid fire marble gun."

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

(SHOW) Business is Business:—When the script called for several scenes in a restaurant, the powers that be at MGM-TV last week utilized Puccini's in Beverly Hills for a "Thin Man" episode. Y'see, Puccini's is co-owned by "thin men" Frank Sinatra and Peter Lawford and strangely enough the latter is co-star of the "Thin Man" series. . . . The musical portion of the "Oscar" Awards NBCast next Monday nite will feature John Raitt, Eddie Fisher, Rhonda Fleming, Howard Keel and Tony Martin singing the five songs that were nominated for top honors, two of which, "A Certain Smile" and "A Very Precious Love" were cleffed by Sammy Fain and Paul Francis Webster, writers of another recent ace, "Love Is A Many-Splendored Thing." . . . McCall's April issue carries a profile on Fred Astaire (condensation of his autobiog, "Steps In Time"). Fred is currently on location in Melbourne, Australia, co-starring with Gregory Peck, Ava Gardner, Tony Perkins and Donna Anderson in the Stanley Kramer U.S. flicker, "On The Beach." . . . William Rawle Weeks, Jr., author of "Knock And Wait Awhile," which copped the Edgar Allen Poe Award last year, in town from Europe huddling with Nelson Morris who will produce the pix next Spring in Belgium, Holland and Germany. . . . The Dynamic Films featurette, "Psychiatric Nursing" which has been nominated for an "Oscar" as best documentary, was produced by Nathan Zucker for Smith, Kline & French. . . .

☆ ☆ ☆

Tall, Handsome Gene Smith, remembered for his fine efforts in the original Broadway production of "South Pacific," leaves next week for Florida where he'll have the second lead in the Screen Gems telefilm, "Stake-Out" starring Walter Mathau. One of the most talented and most popular members of the Lambs Club, Gene can also belt out a ballad with the best. . . . Abram Chasins, music director of station WQXR (NY) just back from the coast where he served as technical advisor on the forthcoming Franz Liszt film produced by William Goetz for Columbia release. Abram's newest tome, "The Van Cliburn Legend," will be published next week by Doubleday and his "Speaking of Pianists," published last year by Knopf is now in its fourth printing. (No rainbows in this case—Abe's CHASIN(s) Best-seller garlands.) . . . Talented wax CBSpinner Jim Lowe and NTA, discussing a new 5-minute across the board series called, "Wall of Fame," which will feature Jim's piano magic. . . .

Goldwyn Cited

(Continued from page 1)

who is on a brief holiday in the Hawaiian Islands.

In presenting the award, Keith W. Stafford, MPSE president, said, "Throughout the years, Hollywood has looked up to Samuel Goldwyn as a pioneer and leader in the making of fine motion pictures. It is known by everyone in the industry that he is a strong and demanding task master in demanding the best of every craftsman as well as artists.

"Among these facets of successful motion picture making is the work of our craft, sound effects editing. We know he is deeply interested in this work, which is exemplified in every picture he has produced and we are looking forward to seeing his mastery in the long-anticipated 'Porgy and Bess' with the Goldwyn touch."

M.P. Federation Plans Award for Sam Goldwyn

Special to THE DAILY

PHILADELPHIA, April 1. — A special award in recognition of his "faithfulness to the ultimate in the art of motion picture production" will be given Samuel Goldwyn, producer of "Porgy and Bess," at the fifth anniversary dinner of the Federation of Motion Picture Councils here on Thursday, April 9. Presentation will be accepted for Goldwyn by associate James A. Mulvey from Mrs. Dean Gray Edwards, president of the Federation, at a banquet at the Warwick Hotel.

The citation also refers to Goldwyn as a "pioneer, showman, philanthropist and maker of significant events." Executives of Columbia Pictures, which is releasing "Porgy and Bess," will attend.

Burns and Berle Join In TV Producing Firm

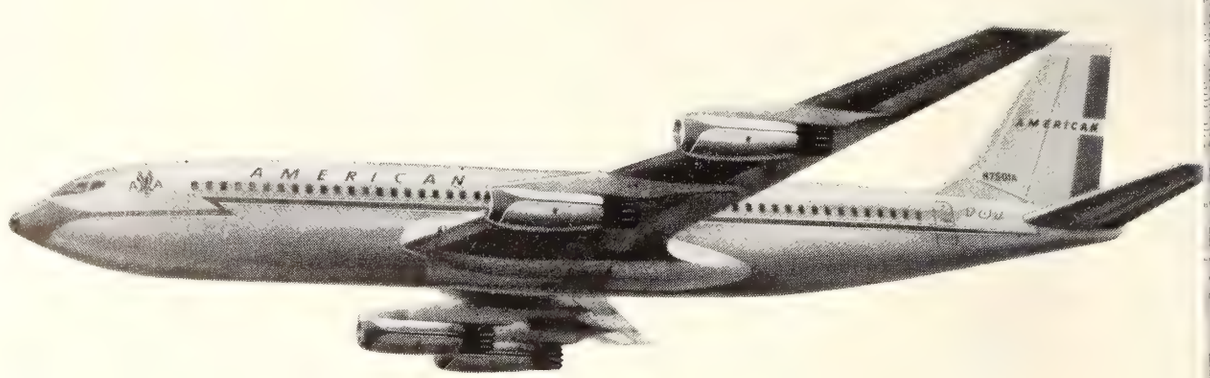
From THE DAILY Bureau

HOLLYWOOD, March 31. — Milton Berle and George Burns have formed a new television production company to be known as B and B Productions. Plans call for immediate preparation and production of 39 half-hour filmed comedy-anthology shows, titled "Milton Berle Comedy Theatre." Burns will function as executive producer on the series. Berle is slated to host all 39 shows and star in 13.

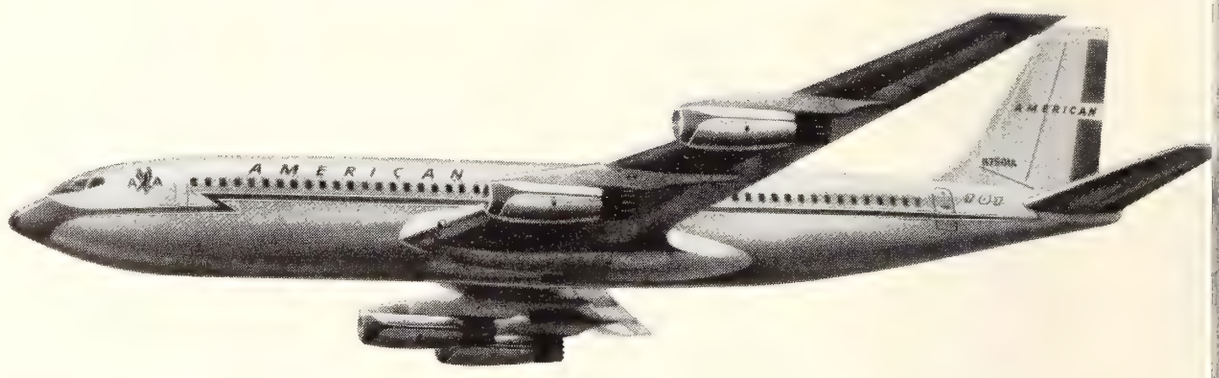
B and B Productions will headquarter at the General Service Studios.



AMERICAN– the Jet Airline–announces



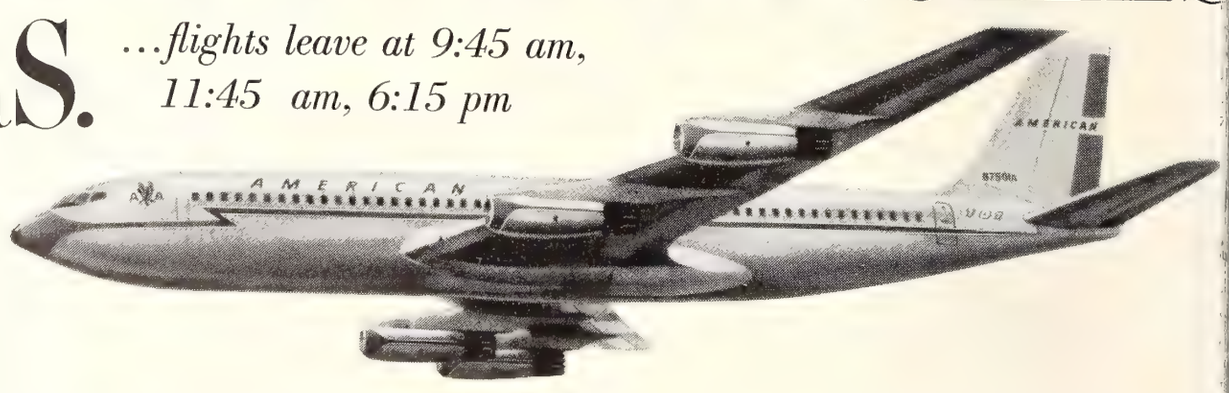
3rd DAILY JET FLAGSHIP



NONSTOP TO LOS ANGELES

5½ HRS.

...flights leave at 9:45 am, 11:45 am, 6:15 pm



Good news travels fast! Requests for Jet Flagship reservations have been pouring in. Everybody, it seems, wants to fly the jets. So now American is happy to announce a *third* daily 707 Jet Flagship nonstop to Los Angeles. That's in addition to jet service to San Francisco, via Chicago—every day. Thank you for calling American. Please call us again.

For reservations, see your Travel Agent or call American, LOngacre 4-2000; in Newark, MItchell 2-8570

Whenever you fly, rely o

AMERICAN AIRLINES

THE JET AIRLINE

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 85, NO. 63 NEW YORK, U.S.A., FRIDAY, APRIL 3, 1959 TEN CENTS

eats 'Miller'

Predict 'Life' Will Be 'U's Top Grosser

Word-of-Mouth Seen Aid to Film in All Openings

On the basis of its 11 domestic and e Canadian engagements to date, nitation of Life" will become Universal's all-time top grossing picture, exceeding the $7,250,000 gross of "The Glenn Miller Story," the present record holder, according to H. H. Martin, general sales manager.



H. H. Martin

The business pattern of "Imitation" is the same in all of e 12 widely separated engagements, artin told trade press representaves at a luncheon at the Laurent staurant here yesterday. The picre is the beneficiary of exceptionally vorable word-of-mouth, as evidenced strong midweek business, grosses

(*Continued on page 2*)

No Change in Universal 'Look-See Policy: Martin

No change is contemplated in Uniersal's policy governing the "look-e" practice by which exhibitors barin for adjustments on some pictures efore settling their contractual obliations to the distributor, Henry H. artin, general sales manager, said sterday.

"There is no need for a change,"

(*Continued on page 2*)

Theatre 'No Smoking' Violators to Be Fined

Violators of New York's "no-smoking" regulations in some 400 film eatres of the city will be prosecuted, and after June 1, it was announced esterday by Fire Commissioner Edard F. Cavanaugh, Jr. Areas of the

(*Continued on page 2*)

TOA Bulletin Acclaims Motion Picture Herald For Second Series of Merchandising Meetings

The current Bulletin of Theatre Owners of America, sent to its membership today, acclaims Motion Picture Herald for its sponsorship of a second series of merchandising conferences in conjunction with the major producer-distributor companies.

The Bulletin states: "Quigley Publications, publishers of Motion Picture Herald and Motion Picture Daily, last Fall got all seven major film companies to cooperate in screening one of their forthcoming major productions and conducting a merchandising clinic on the film, under Quigley auspices.

"Another clinic has been scheduled for April 8 through 10 in New York City. This is a fine example of a trade paper, at great personal expense, providing the means for exhibitors to better prepare to exploit, promote and merchandise forthcoming pictures. We recommend attendance by exhibitors in the New York area."

Enter Order in Chicago 'Adults Only' Case

Special to THE DAILY

CHICAGO, April 2.—An order was entered in U.S. District court here yesterday giving effect to Federal Judge Sullivan's decision holding Chicago's police censorship ordinance classifying films as for adults only to be unconstitutional. Paramount successfully contested the ordinance

(*Continued on page 5*)

Schine Circuit Pays $68,000 in Fines

Special to THE DAILY

BUFFALO, April 2. — The Schine Theatres' interests have paid $68,000 in fines in Federal Court here. This marks the end of a long legal battle over criminal contempt charges filed against them after they failed to sell off some of their theatre holdings.

The fines were imposed early in

(*Continued on page 5*)

BFPA Welcomes New 'Outside' Members

By WILLIAM PAY

LONDON, April 2. — The British Film Producers Assn. has opened its membership to all makers of British quota films resident in the United Kingdom, it was announced today by Arthur Watkins, BFPA president.

First new members under the changed policy, he said, are Douglas

(*Continued on page 4*)

Effect of Union Fight On Recording Described

From THE DAILY Bureau

WASHINGTON, April 2.—A jurisdictional battle between rival musicians' unions is forcing independent film producers to record film music overseas, the National Labor Relations Board was told today.

The board held oral argument on a request by the Musicians Guild of

(*Continued on page 4*)

Find Film Industry Efforts Have 'Neutralized' Communist Influence

By J. A. OTTEN

WASHINGTON, April 2.—The House UnAmerican Activities Committee said the effectiveness of the Communist party in Hollywood has been "neutralized" by efforts of the film industry and other groups.

The committee made the comment in a special report on the Communist party in Southern California. Only a few passing references were made to the film industry—a notable contrast to many earlier reports critical of the extent of Communist activity in motion picture production.

Southern California is receiving increasing attention from the Communist party, the committee said, and "party leaders are aware of the possibilities for exploitation inherent in the entertainment industry." However, it continued, "a combination of resistance from the industry, exposure of Communist efforts by this committee, and internal disputes within the

(*Continued on page 5*)

V.C. Selects

J. E. Hoover Humanitarian Of the Year

Cited for Fight Against Juvenile Delinquency

By SAMUEL D. BERNS

LAS VEGAS, April 2.—J. Edgar Hoover has been designated "Humanitarian Of The Year" by Variety Clubs International.

The nation's No. 1 G-Man became Variety's No. 1 Humanitarian because of his "tremendous and continuing contributions in the fight against juvenile delinquency," it was announced by Edward Shafton, an Omaha attorney, who heads Variety's awards committee. The director of the Federal Bureau of Investigation was also accoladed for his "monumental efforts in safeguarding the nation against the insidiousness of communism."

Announcement will be made at the organization's annual banquet here

(*Continued on page 5*)

Landau, Unger Named To Board of N.T.

From THE DAILY Bureau

LOS ANGELES, April 2.—B. Gerald Cantor, chairman of National Theatres, Inc. and John B. Bertero, president, announced the election today of Ely A. Landau and Oliver A. Unger, chairman and president, re-

(*Continued on page 5*)

MPA Board Meeting Slated for Monday

The annual meeting of the MPAA board of directors, originally scheduled for Monday, March 30, will be held next Monday at 10:30 A.M. in the MPAA board room. Eric Johnston, president, will preside.

The annual meeting will be followed by a stated meeting of the board of directors for the purpose of election of officers and for the transaction of such other business as may come before the meeting.

PERSONAL MENTION

DAVID LIPTON, Universal vice-president in charge of advertising-publicity, will arrive in New York from the Coast next Tuesday.

•

JERRY PICKMAN, Paramount vice-president in charge of advertising-publicity, has arrived in Hollywood from New York.

•

WOLFE COHEN, president of Warner Brothers International and ARTHUR ABELES, head of Warner interests in the United Kingdom, left Hollywood yesterday for London, following two weeks of studio conferences.

•

CHARLES W. CARPENTER, manager of the New York office of Technicolor, Inc., will leave New York tomorrow for a two-week trip to London and Rome.

•

NEALE LEARY, manager of motion picture advertising for "This Week," will leave here over the weekend for the West Coast.

•

LESLIE NORMAN, director, has left here for London via B.O.A.C.

•

PHILIP GERARD, Universal's Eastern publicity manager, will leave New York today for St. Louis, where he will participate in the four-day celebration honoring Fannie Hurst, author of "Imitation of Life."

Theatre 'No Smoking'

(*Continued from page* 1)

theatres in which smoking is presently permitted are not affected by the new regulations. Fines for violations in the theatres, including the legitimate houses have been announced as $500 or six months in jail.

The new plan calls for the creation of a "flying squad" of fire department members in plain clothes to visit theatres on a spot-check basis for the purpose of noting violations.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
AUDREY HEPBURN • ANTHONY PERKINS
in "GREEN MANSIONS"
Co-starring LEE J. COBB
SESSUE HAYAKAWA • HENRY SILVA
In METROCOLOR and CinemaScope
An M-G-M Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

See 'Life' Top 'U' Grosser

(*Continued from page* 1)

that build after opening day and other manifestations of a picture with "legs," Martin said.

The picture grossed more in its third week at the Roosevelt, Chicago, than in its second week, Martin reported, and after setting a house record on its first Sunday at the Hippodrome, Cleveland, with $7,900 it delivered $8,800 the second Sunday. It is matching or bettering "Glenn Miller" record business in second weeks at the Miami, Carib and Miracle theatres, Miami; at the Golden Gate, San Francisco; the Paramount, Los Angeles, and the Uptown, Toronto.

Two Openings Today

First week business is at record levels at Loew's State, Boston; Mayfair, Baltimore; Joy, New Orleans, and Manor, Charlotte. It opens today at the Fulton, Pittsburgh, and Criterion, Oklahoma City. Its opening day at Keith's, Washington, was $500 ahead of "Glenn Miller." More than 225 additional openings are scheduled for it this month.

Martin pointed out that, apart from specials, "Imitation" is faced with competition from such outstanding grossers as "Rio Bravo," "Some Like It Hot" and "The Shaggy Dog," in the dozen cities in which it is playing. He observed that this demonstrates again that a number of strong attractions help rather than hurt business.

Martin and Philip Gerard, Universal Eastern publicity manager, noted that the campaign for "Imitation" involved Easter holiday initial dates of a selective type, whereas Universal's previous boxoffice release, "The Perfect Furlough," was held until after the Christmas-New Year's holiday to take advantage of a period during which strong, new releases were scarce. Both policies were successful, the "U" executives noted.

Gerard added that Universal's next important release, "This Earth Is Mine," will be launched with yet another policy. Details, he said, will be disclosed at the Merchandising Conference sponsored by Motion Picture Herald next week. The Conference, he said, enabled Universal to get its campaign ready earlier than would have been the case otherwise. The picture will have its premiere in San Francisco, June 25, and will open elsewhere starting June 26.

Credits Advance Build-Up

Gerard attributed much of the strength of "Imitation" to the planned advance build-up for the picture. He pointed out that virtually every member of the cast of consequence has been on the road selling it for weeks prior to the opening, including Fannie Hurst, the authoress who has no financial interest in the modern version of her story, since the copyright has expired. Countless pre-opening screenings all over the country, and the heavy publicity and advertising campaign, including substantial, extra trade advertising, all assured the results now being recorded, he said.

No Change in Policy

(*Continued from page* 1)

Martin said. "We watch the situation closely and do not permit it to get out of hand."

An Allied States' membership bulletin this week expressed concern that other distributors would follow the lead of United Artists in calling a halt to the "look-see" practice. To date, no other distributor has indicated any change in policy on that score is being considered.

Theatres Fight Bill On Air Conditioning

Special to THE DAILY

BALTIMORE, April 2. — A new bill, S.B. 533, introduced in the current session of Maryland's State Legislature, if enacted would require everyone with 75 h.p. or over cooling units to hire a licensed engineer for operation of same. It has been referred to the Judicial Proceedings Committee of the Senate.

Since it would affect practically all neighborhood theatres, it is being protested by the Allied Motion Picture Theatre Owners of Maryland, Inc.

Mirisch, Seven Arts Set Two for United Artists

The Mirisch Company, in association with Seven Arts Films, will produce the screen versions of "Two for the Seesaw" and "By Love Possessed," for United Artists release, it was announced by Harold Mirisch and Eliot Hyman, presidents, respectively, of the Mirisch Company and Seven Arts Films.

"Two for the Seesaw," which is now in its second year on Broadway, will go into production this fall with Elizabeth Taylor starred. "By Love Possessed," James Gould Cozzens' best-seller, is scheduled to go before the cameras before the end of the the year. Pulitzer Prize-winning dramatist Ketti Frings is writing the screenplay.

Two More Join TOA

Daryll L. Johnson of San Diego, Cal., has enrolled his Aero Drive-in, El Cajon, Cal., in Theatre Owners of America, as has F. C. Coleman, of Coleman Enterprises, College Park, Ga., for his Roosevelt Drive-in, also in College Park.



Only Two Days 'til OSCAR DAY! Tell your patrons and friends to tune in to NBC-TV or NBC-Radio for the biggest show of the year!

'Oscar Day' Phone Promotion Urged

All companies in the industry or allied with it have been asked to answer the telephone on Monday as follows:

"Good Morning—This Is Oscar Day —Be sure to see the Academy Awards telecast at 10:30 tonight."

The suggestion comes from the advertising and publicity directors committee of the Motion Picture Association.

Lazarus on WNEW-TV To Aid 'Oscar' Show

Paul N. Lazarus, Jr., vice-president of Columbia Pictures Co., will discuss the Academy Awards and the Academy telecast, together with nominees, Sidney Poitier (for Best Actor award) and Theodore Bikel (for Best Supporting actor award), on Station WNEW-TV, "Showdown" (Steven Scheuer), Channel 5, today at 1:00 P.M.

Eric Johnston on NBC

Eric Johnston, president of the Motion Picture Association of America, Inc., will discuss the Academy Awards telecast on NBC's nationwide weekend network program "Monitor," tomorrow during the 3:00 P.M. segment.

Caracas Cites 'Glory'

CARACAS, April 2.—"Paths of Glory," a Bryna Production for United Artists release, has been selected by the Caracas Association of Film Critics as the best American motion picture of 1958 and has been awarded a "Cantaclaro," the Venezuelan equivalent of an "Oscar." Stanley Kubrick, who directed the film, was voted the best director of the year and will be awarded the Association's medal.

Reynolds Rites Tonight

Funeral services will be held tonight at Walter B. Cooke Funeral Parlor, 165 East Tremont Ave., the Bronx, for Richard Reynolds, 47, manager of the RKO Royal Theatre who died Wednesday at the Harkness Pavilion. He is survived by his wife, a daughter and a granddaughter.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10¢

WARWICK'S

THE BANDIT OF ZHOBE

is a "sure-fire box office hit" — FILM DAILY

that "moves like a house afire" — MOTION PICTURE DAILY

and "employs massive scenes!" — VARIETY

"In pageantry, can be compared with 'Gunga Din' and 'Lives of a Bengal Lancer'!" — HOLLYWOOD REPORTER

It boasts "violence and romance in generous proportions" — MOTION PICTURE HERALD

and photography that is "lively and interesting!" — DAILY VARIETY

TV AND THEATRE TRAILERS RAMPAGING WITH ACTION PLUS A HUMDINGER EXPLOITATION KIT WILL SELL "THE BANDIT" IN YOUR TOWN!



VICTOR MATURE ANNE AUBREY
ANTHONY NEWLEY

THE BANDIT OF ZHOBE

CINEMASCOPE
TECHNICOLOR®

With SEAN KELLY

Screenplay by JOHN GILLING • From a story by RICHARD MAIBAUM • Directed by JOHN GILLING
Associate Producer, HAROLD HUTH • Produced by IRVING ALLEN and ALBERT R. BROCCOLI
A WARWICK PRODUCTION

CALL Columbia NOW!

PERSONAL MENTION

RICHARD CARLTON, of Trans-Lux Television Corp., will leave here today for Chicago to discuss expansion of the midwest sales operations with MURRAY OKEN, midwest sales manager.

•

STUART DUNLAP, A. L. PRATCHETT and MARIO GHIO, Paramount managers in, respectively, Brazil, Mexico and Panama, arrived in Hollywood over the weekend from Central and South America.

•

CARL FOREMAN, executive producer for Highroad Productions, and IRVING RUBINE, Highroad vice-president, returned to London via B.O.A.C. over the weekend from Hollywood and New York.

•

JAMES COLLINS, of Smith Management Co., Boston, has returned there from Hartford.

•

R. J. "HAP" BARNES, president of ABC Theatrical Service, Atlanta has returned there from Knoxville.

•

WILLIAM PERLBERG will arrive here today from the Coast .

•

MARGARET LEIGHTON returned to New York from London yesterday via B.O.A.C.

•

CHIKAO KANO and YOSHITOH ASAI, officials of the Mainichi Press of Japan, are visiting at the Paramount studios.

•

LOU BROWN, of Loew's Poli-New England Theatres, New Haven, Conn., has returned there from Hartford.

•

MRS. LIGE BRIEN, wife of United Artists' director of special promotions, gave birth to their fourth child at Harkness Pavilion here last week.

•

LUISE RAINER will leave New York for London today via B.O.A.C.



Tent 35 Wins Heart Award

(*Continued from page* 1)

$36,000 itself and has in work a project for the sale of 100 subscriptions at $500 each to outstanding film premieres at Broadway theatres.

The Tent's program provides free doctor's care to persons with diagnosed cases of cancer, for anyone in the entertainment industry. In addition it provides funds for continuation and expansion of research work in cancer care at the Institute of Applied Biology.

The award to Tent 35 was made unanimously and on the first ballot by the board of judges after hearing or studying detailed reports of the Heart projects of each of the 37 Variety tents throughout the U.S., in Toronto, Mexico City, London. Ira Meinhardt, chief barker of Tent 35, made an oral presentation on the winning project for the board of judges, of which Nathan D. Golden of the films division of the U.S. Department of Commerce is chairman.

Presentation of the Award was made at the closing banquet Friday.

Washington, D. C., Tent 11 was voted an honorable mention in a special tribute by the judges in recognition of its efforts during 1958 to undertake a new charitable venture.

Judges said the difficulties under which the New York Tent was functioning was a factor in making their choice. Also, the hope was expressed that the award would do much to win greater interest in the work of Tent 35 in its own area and thereby attract increased support.

V. C. Officials

(*Continued from page* 1)

as international Chief Barker, and others returned to office are Eddie Emanuel, Philadelphia, first assistant international chief; Rotus Harvey, San Francisco, second assistant; Ezra Stern of Los Angeles as doughboy, and Jimmy Carreras of London as property master.

Miami Chief Barker Vic Levine presented the winning invitation for the 1961 convention site, while Dublin's Chief Barker Rick Bourke extended a warm invitation in Ireland's behalf.

C. J. Latta of London, and International Big Boss John Harris were among the concluding speakers at the final business session which voted thanks to Las Vegas for its hospitality. The convention also voted a resolution prohibiting any tent from affiliating with federated or national health drives, and established a committee which will encourage editorial recognition of Variety's work with special awards to be made annually in all media.

Advance Tour Is Set To Promote 'Summer'

Columbia Pictures and Sam Spiegel's Award Productions, Inc. are sending unit publicist Harold J. Salemson on an extensive international tour to plug Spiegel's "Suddenly, Last Summer," before the start of production. The film will roll in London in May.

Salemson leaves today for Washington on a tour which will take him to Boston, Chicago, Toronto, Philadelphia and other key cities to meet with newspaper, radio and TV people. His mission will be to plant advance stories about the upcoming production and discuss individual needs and preferences in stories and layouts.

Industry Leaders

(*Continued from page* 1)

M. Mills and Mrs. Margaret F. Twyman.

The Federation will present a tribute to the late Arthur H. DeBra, former director of MPAA exhibitor and community relations department, who was instrumental in the organization of the Federation.

Honorary awards will be presented to Samuel Goldwyn and will be accepted by James A. Mulvey, vice-president of Goldwyn Productions; to Fannie Hurst, who will accept her award in person, and Frank Capra.

Awards Listed

The Federation's annual awards follow:

Best Actor of 1958: Spencer Tracy, for his performance in "The Old Man and the Sea," to be accepted by William G. Mansell, branch manager for Warner Bros.; Best Motion Picture, "The Inn of the Sixth Happiness"; Best Actress: Ingrid Bergman, for her performance in "The Inn of the Sixth Happiness"; Best Director: Mark Robson, for his direction of "The Inn of the Sixth Happiness." All three awards will be accepted by Alex Harrison, general sales manager of 20th Century-Fox.

Memphis Union Stops Picketing; Deal Soon

Special to THE DAILY

MEMPHIS, April 5.—Picketing has stopped at 15 Memphis neighborhood theatres after 26 months. No contract has been signed but there has been a meeting of minds between the Neighborhood Theatre Owners Association and Projection Union Operations Union.

Owners and union leaders said a contract was soon to be signed. Some operators will take a cut but some said they will not.

EDITORIAL

Tent 35 Honored

By Sherwin Kan

VOTING of Variety Club's International Heart Award for 1958 t New York's Tent 35 is a signal hono to that organization and to its inde fatigable Chief Barker Ira Meinhard his predecessor, Harold Klein, and th hard core of canvassmen who sup ported their two-year labors to brin the project into being.

That they were able to bring th substantial aid they have to the In stitute of Applied Biology and th Cancer Control Research Foundatio during a time when the Tent wa obliged to devote much of its tim and effort to the basic problem obtaining increased club membershi and cooperation, is little short miraculous. We believe the award committee very properly weighed th factor in voting the award over th $2,700,000 of charity programs three dozen other Variety tents.

•

It is earnestly to be hoped that th well deserved recognition will win f Tent 35 the local support it must hav to bring to fruition its 1959 fund raising program for its Heart Projec Already it has been able to offer fre doctor's care to anyone in the ente tainment industry with diagnosed case of cancer.

Should success crown the researc work in progress the results would b of inestimable worth to humanity. is a project which every member the entertainment industry in Ne York City should deem it a privileg to be identified with. That can b done by becoming a member Tent 35.

Special Release Plan Slated for 'Jane'

A special release pattern has bee set for Columbia's "It Happened Jane" designed to capitalize on th word-of-mouth expected for the com edy which is directed to the fami audience. Details of the release for th picture, which will have its wor premiere in Boston on May 13, we outlined at the weekend by Rub Jackter, Columbia vice-president an general sales manager.

The film will be spotted in k geographical areas throughout th U.S. during the last two weeks May, to be followed by a similar pa tern in June. It will not reach its ma imum distribution until the end June and the beginning of July.

A vital factor in the special relea pattern, Jackter said, will be a seri of previews in key cities, to spark a dience interest in the film. These pr views are being aimed at family a diences.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Edit Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-Pr dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

Herald' Meet

(Continued from page 1)

acceptance at the weekend:

AUL BAISE, *Walter Reade Thea-*

AM BENDHEIM III, *Neighborhood atres,* Richmond, Va.

OU BROWN, *Loew's Theatres,* New en, Conn.

VERETT C. CALLOW, *Stanley War-* Philadelphia.

ENRY CAPOGNA, *Butterfield Cir-* Detroit.

ERRY COLLINS, *Loew's Theatres,* onto, Canada.

ED DEPINET.

RNEST EMERLING, *Loew's Thea-*

K EVANS, *Schine Circuit,* Glovers-, N. Y.

ARL FASICK, *Loew's Theatres,* on.

HARLES FELLEMAN, *Walter Reade atres.*

AN FINN, *Astor Theatre,* Boston.

L FLOERSHEIMER, *Theatre Owners merica.*

MANUEL FRISCH, *Randforce sement Corp.*

ARRY GOLDBERG, *Stanley Warner* .

DGAR GOTH, *Stanley Warner.*

USS GRANT, *Loew's Theatres.*

HELDON GUNZBURG, *Walter Reade atres.*

OU HART, zone manager, *Schine uit,* Western New York.

ALAH HASSANEIN, *Skouras Thea-*

AM HORWITZ, *Interboro Circuit.*

D HYMAN, *American Broadcast-Paramount Theatres.*

ACK HYNES, *Shea Circuit,* Youngs-n, Ohio.

REDERICK KUNKEL, *United Artists atres,* Pittsburgh.

EORGE LANDERS, *Loew's Theatres,* tford, Conn.

ON LEONARD, *Odeon Theatres,* onto, Canada.

LANCHE LIVINGSTON, *RKO Thea-*

ARRY MANDEL, *RKO Theatres.*

IDNEY MARKLEY, *American Broad-ing-Paramount Theatres.*

VILLARD MATTHEWS, *Comerford atres,* Scranton, Pa.

ACK MITCHELL, zone manager, *ine Circuit,* Eastern and Northern York.

EYMOUR MORRIS, *Schine Circuit,* versville, N. Y.

UGENE PICKER, *Loew's Theatres.*

UGENE PLESHETTE, *Brooklyn Para-nt.*

OB RAPPAPORT, *R & F Theatres* imore.

HARLES M. REAGAN, *Greater In-apolis Amusement Co.*

AMUEL RINZLER, *Randforce.*

OM RODGERS, *Trans-Lux Theatres.*

VERETT E. SEIBEL, *Minnesota usement Company.*

AMES SHANAHAN, *Loew's Thea-*

OBERT K. SHAPIRO, *Paramount atre.*

ERALD SHEA, *Jamestown Amuse-t Co.*

AY SMITH, *Jamestown Amusement*

HENRY SPIEGEL, *American Broad-casting-Paramount Theatres.*

HARRY UNTERFORT, zone manager, *Schine Circuit,* Central New York.

RAYMOND WILLIE, *Interstate Theatres,* Dallas.

LEE WILLIS, zone manager, *Schine Circuit,* Ohio.

AIP Revises Horror-Film Policy; Plans Diversified Slate of Product

Special to THE DAILY

LAS VEGAS, Nev., April 5.—American International Pictures will make a radical revision in its production policy to emphasize quality single bill features, increase the use of color and CinemaScope, and fully diversify its product, James H. Nicholson and Samuel Z. Arkoff yesterday told distributors present at the company's first international convention here.

The company heads also reported completion during their recent Rome trip of distribution and co-production deals with Italian firms for several spectacles.

Standard double bill packages on which AIP based its growth will not be ignored in future production plans, company toppers said, but there will be fewer of them and they will be designed to meet changed tastes.

The company existed in past on horror and teenage films "in double doses," they said, but "the public isn't buying them that way any more."

The company will release only two horror-category features, both for single bill sale, in next year. "Horrors of the Black Museum," just completed in color and CinemaScope in England by Producer Herman Cohen, and "The House of Usher," to be filmed in color with star names, will be AIP's two major horror entries. Each will feature AIP's new gimmick, "Hyponovista," which utilizes certain principles of mass hyponotism on the theatre audience. It is said to give the audience full feeling of integration with the picture for more personal enjoyment.

"Horrors of the Black Museum" was shown to the convention delegates last night with psychologist Emil Franchel, who helped devise it, outlining gimmick details before screening.

Characterized as AIP's most important production to date, it was announced at the meeting that "Horrors of the Black Museum" already has been saturation-booked into over 100 New York RKO theatres May 1. Additionally, delegates were told, R. J. O'Donnell of Interstate theatres, who was Sunday's luncheon guest of honor, also has booked the film across the board in his Texas houses.

Diversification of product will see AIP features spreading into comedy, war, adventure-fantasy, teen-age and spectacle categories, in addition to the two mentioned horror films. "Take Me to Your Leader," live action-cartoon comedy in CinemaScope and color, "Diary of a High School Bride," "Bombs Away," "Blood Hill," "She," "Eve and the Dragon" and Jules Verne's "In the Year 2998" were among productions detailed to the delegates.

Baltimore Bill

(Continued from page 1)

Friday by the House Judiciary Committee here. The heavy vote against the measure indicated that there will not be any attempt to force it out for a floor fight.

The measure, originally a statewide bill, but amended on the Senate floor to make it apply only to Baltimore city, would authorize the State Board of Motion Picture Censors to label certain films restricted to adult viewing in the city.

It would be a crime knowingly to exhibit such films to children. The same films, however, could be shown in the counties without invoking penalties under the bill.

However, a second bill, already enacted and sent to Gov. Millard Tawes for signature, would make it a crime to show films to children which would be obscene to their eyes.

This is not a prior restraint measure, but would allow the local courts to convict exhibitors after the films are shown. Taken together with the bill rejected by committee today, it could have given the board the final word, in effect, throughout Maryland.

'Hot' Continues Fast Pace Across Country

United Artists' "Some Like It Hot," Mirisch Company presentation, continues its record-setting pace at the boxoffice in playdates across the country, UA said at the weekend.

Theatres registering UA house records include: the Century, Baltimore, with $18,321 for the second week; the Orpheum, Boston, with $42,907 for the first week; the Paramount, Denver, with $21,503 for the second week; Loew's Midland, Kansas City, with $12,548 for the second week; the UA, Louisville, with $11,927 for the second week; the Palace, Memphis, with $10,541 for the second week.

Return of Women to Theatres Is Noted

Special to THE DAILY

RIDLEY PARK, Pa., April 5.—Women are going back to the movies in increasing numbers, and motion picture theatre attendance is continuing to increase over last year, Sindlinger & Company report in their latest weekly Motion Picture Activity, Issue 153. For the week ending March 14, attendance at the nation's motion picture theatres was 33,500,000, an increase of 2.8 per cent over the same week last year and this represents a continuing trend which started upward in mid-February this year, the report said.

ACE Conclave

(Continued from page 1)

by several days the summoning of a special meeting of the Allied States board of directors for April 18 and 19 in Washington. One of the reasons given for the latter meeting was the contention of some Allied leaders that the organization has become inactivated while waiting on ACE to get its program into motion, with the result that there is an increasing demand that Allied "put itself back into operation."

No Comment from Officials

ACE officials would not comment on whether there is any connection between the calling of its meeting and the one called by Allied.

The agenda for the ACE meeting could be a crowded one since the last meeting was in February. ACE's entire program remains to be activated, a plan of permanent financing remains to be established, and the election of a chairman is a month overdue. After the formation of ACE last November, Fabian accepted the temporary chairmanship. In December, a plan of rotating chairmanship for three-month periods was adopted and Fabian was elected first chairman. His term expired last March 12 but in the absence of an executive committee meeting to elect a successor, he has continued to serve.

$40,000 Fund Sought

ACE has obtained temporary financing by assessments paid by member exhibitor organizations. It has sought a fund estimated to be about $40,000, representing proceeds from rental of special institutional industry short subjects, but the necessary clearances to release the fund to ACE have not all been obtained.

Post-Office Seizes

(Continued from page 1)

Post Office Department Building here, at 10 A.M.

In seizing the cards, 3½ inches by 5 inches reproducing the painting that inspired United Artists' film, "The Naked Maja," Herbert B. Warburten, General Counsel of the Post Office Department informed United Artists, as follows:

"It is alleged and averred by the undersigned that the printed postal cards are obscene, lewd, lascivious or filthy and, therefore, nonmailable under the provisions of Section 1461, Title 18, United States Code, and that the said postal cards have printed or otherwise impressed or apparent upon them a delineation of an indecent lewd, lascivious or obscene character rendering them nonmailable under the provisions of Section 1463, Title 18, United States Code (Postal Manual 124.31)."

United Artists has until Wednesday to file an answer to these charges which will be argued at the hearing on Friday.

The cards were addressed to editors, film critics, feature writers, columnists and theatre owners throughout the U.S. and Canada.

BIG STARS!
BIG SAGA!
BIG ENTERTAI

Paramount predicts the business climate for MAY!

THUNDER IN THE SUN



THE BIG NOISE AT YOUR BOXOFFICE!

with JACQUES BERGERAC

Produced by CLARENCE GRE
Screenplay by RUSSELL ROU

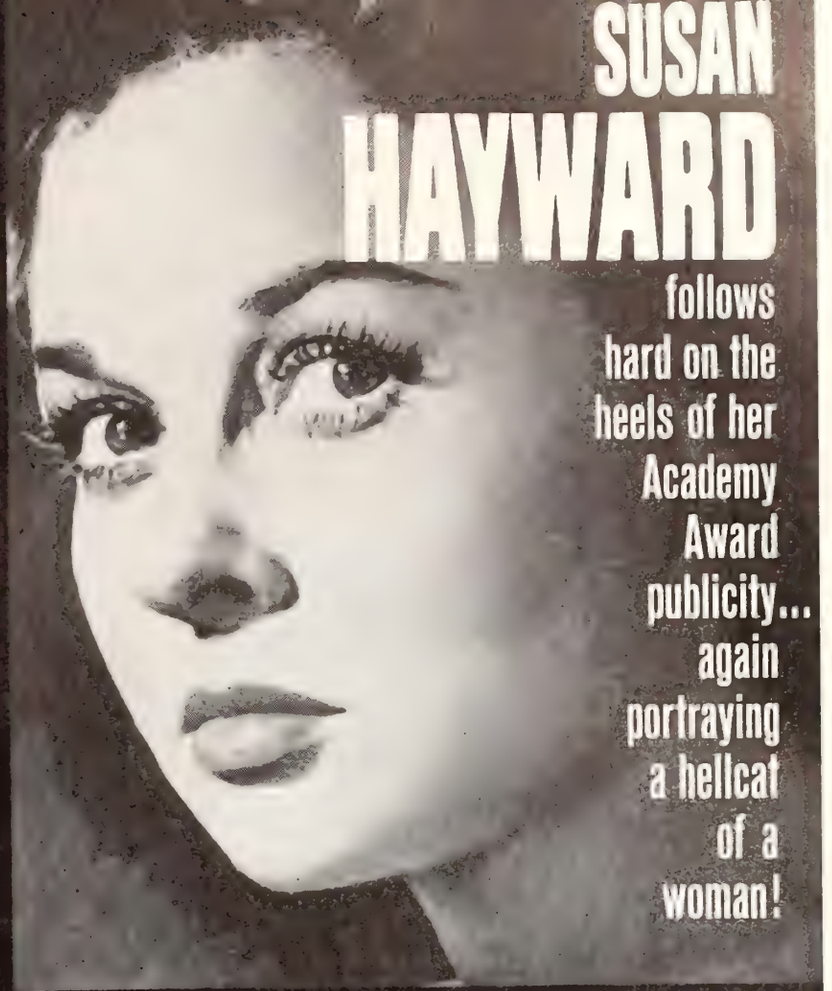
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"EXCITING... FASCINATING... WITH BOXOFFICE APPEAL!"
—Hollywood Reporter

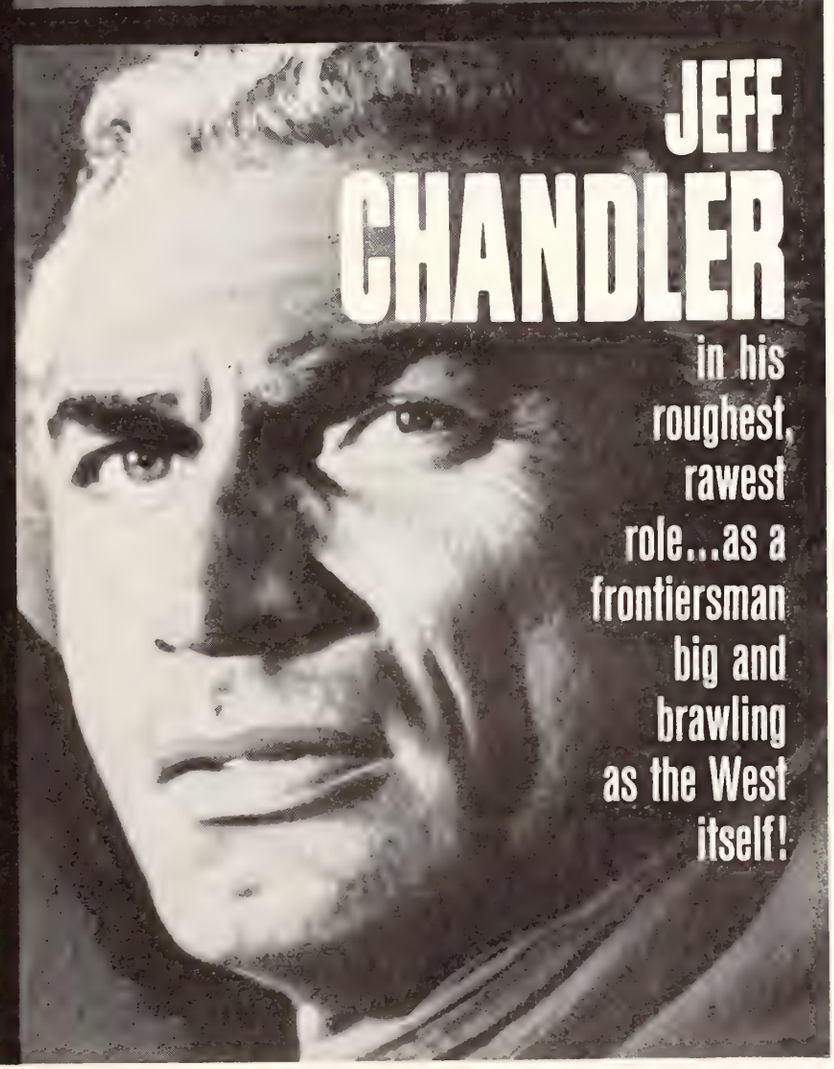
"A SOLID GROSSER!"
—Film Daily

CHNICOLOR®



SUSAN HAYWARD

follows hard on the heels of her Academy Award publicity... again portraying a hellcat of a woman!



JEFF CHANDLER

in his roughest, rawest role...as a frontiersman big and brawling as the West itself!

ted by RUSSELL ROUSE | A SEVEN ARTS Production | A PARAMOUNT
tion by STEWART STERN | In Association With CARROLLTON, INC. | RELEASE

Television Today

IN OUR VIEW

SEVERAL illuminating, informative and highly significant observations were offered last week by Dr. Frank Stanton, president of the Columbia Broadcasting System, when he was the guest of the New York Society of Security Analysts at one of their periodic meetings.

Dr. Stanton was characteristically frank in his remarks, as when he declared, with considerable justification: ". . . it has to be emphasized that in broadcasting you can't please all of the people all of the time any more than you can fool all of the people all of the time. And the one is no more desirable than the other." He pointed out also, more in sorrow than in anger, obviously, that here is a business (television) which is "subject to daily criticism of everything it did yesterday—with much of this criticism not intended to be helpful." Everybody, Dr. Stanton implied—but everybody, thinks he or she can do better in producing television program material than the folks who are spending their lives doing it.

•

This whole television picture is quite unprecedented in the annals of American business, in any case, when it is realized that as recently as 1948, only 11 short years ago, television was struggling to gain even a slight degree of recognition from a rather apathetic public. It was only a scant five years ago that television revenues matched those of radio. It is therefore almost breath-taking to appreciate the fact that in this brief moment of industrial history, so to speak, television has raced to a place second to none as a communications medium and as an advertising vehicle. And it must be borne in mind, as Dr. Stanton pointed out, that CBS alone invested better than $53,000,000 in television broadcasting before it began to show a profit.

•

In Dr. Stanton's subsequent review before the meeting of the various divisional elements of CBS, he cited the growth of television, the attempts to stabilize the buffeted radio division, and called attention to the exciting record-phonograph business, "written off by the public as dead not many years ago," and now—"the records-tapes-phonograph-components industry has risen from its deathbed to become today a billion dollar industry."

The executive made special note in his talk of the efforts of the television network to provide informational programming for the public, and cited material designed to increase public understanding of financial matters of general interest and significance. In work at the moment is a project which will deal with the general question of money management, offering information on investments, budgets and the like.

"CBS News," said Dr. Stanton, "is operated in the belief that we have a basic responsibility to develop radio and television as instruments of public information and understanding." We say to that: More power to you, Dr. Stanton; never permit your people to lose sight of that objective.

And withal goes on the difficult task of providing good programming—for all the vast television audience. It is a constantly goading challenge, the meeting of which demands alertness, vision and courage.

—Charles S. Aaronson



Skiatron Directors Up for Re-Election

Election of eight directors will be the principal business at the annual meeting of stockholders of Skiatron Electronics and Television Corp. here on Wednesday, April 29, according to a meeting notice.

All directors up for election are presently board members. They include Marion Davies Brown, Robert A. Hall, Kenneth L. King, James M. Landis, Arthur Levey, Philip A. Levey, Frank V. Quigley and Kurt Widder.

The notice states that Arthur Levey, who is president of the company, owned 18.8 per cent of the outstanding stock outright as of Feb. 15, 1959. No additional amount was owned beneficially by him.

Aggregate remuneration of officers and directors for 1959 was $66,472.

'Genii' Awards Banquet Scheduled April 21

From THE DAILY Bureau

HOLLYWOOD, April 5. — The fifth annual "Genii" awards banquet of Radio and Television Women of Southern California will be held on Tuesday, April 21, in the Beverly Hills Hotel Crystal Room. The "Genii" will be presented to the woman voted by the membership as the most outstanding in the television field for the year 1959. Past winners include Lucille Ball, Loretta Young, Eleanor Powell and Dale Evans.

A capacity attendance is expected at this year's event with many prominent personalities from the entertainment world present, according to Claire Hughes, president.

'Oscar' Show

(*Continued from page* 1)

this have been invited all nominees and participants in the show.

Famed dress designer Edith Head, costume consultant of the show, forecasts that the program will constitute "the greatest fashion show in the world" due to the fact that international screen favorites will appear on the stage in gowns created by leading designers of Paris, New York and Hollywood.

Not since last year's "Oscar" show, and not again until the 1960 affair is staged, has the public had an opportunity to view such an impressive array of talent on a single television program. This is possible only because stars are appearing without compensation and furnishing their own expensive wardrobes. Producer Jerry Wald estimates that if all talent received their individual established TV salaries, the overall "tab" for tonight's one-night stand would come close to $2,000,000.

Six 'Emcees'

There will be six masters of ceremonies—Bob Hope, David Niven, Tony Randall, Mort Sahl, Sir Laurence Olivier and Jerry Lewis.

Ingrid Bergman will make her first appearance at a Hollywood affair in many years to present the best picture award. Irene Dunne and John Wayne will join talents to make the presentation for best achievement by an actor. Alec Guinness, best actor winner last year, will present the award in the best performance by an actress category. Anthony Quinn and Bette Davis, each a two-"Oscar" winner, will conduct the best supporting actor honors.

The supporting actress award will be bestowed by Shelley Winters and Red Buttons.

There will be a continuous procession of stars onto the stage, each one doing either specialty appearances or making presentations. None will merely take a fleeting bow. William Holden and John Wayne, for instance, will open the show, speaking from the elaborate press pavilion where reporters, photographers, newsreels and radio tape recording commentators will be gathering information which will ultimately mean a total coverage by TV, radio and printed word for an "audience" of more than a billion persons.

Stevens Envelopes-Custodian

The stage will first be set for all "Oscar" presentations by producer-director George Stevens, president of the Academy, in receiving the box of sealed winner envelopes from William Miller, of Price Waterhouse & Company, the certified public accounting company that has been in charge of tabulating all balloting for the Academy during the past 25 years.

In addition to more than 90 millions who will view the live television show throughout North America, some 2,600,000 will hear a simultaneous radio broadcast with Paul Douglas, Jan Sterling and Edith Head commentating the show.

Establish Foundation To Honor Nate Spingold

The establishment of the Nate B. and Frances Spingold Eternal Light Foundation, to honor the memory of the late Nate Spingold, who was a director and vice-president of Columbia Pictures, has been announced by Mrs. Spingold and the Jewish Theological Seminary of America.

Through the foundation, the seminary will be able to honor the memory of Spingold through the Eternal Light television and radio series.

Big Film Potential

(*Continued from page* 1)

business in the expanding economies of Latin America," he told the gathering. "It is my firm belief that an important segment of our industry's future lies in these countries."

Rackmil, who with vice-president and foreign general manager Americo Aboaf, is in Rio for the company's Brazilian sales conference, reviewed U-I's strong "come-back," outlining future production plans and operating policies.

In discussing the American success of "Imitation of Life," which is creating strong advance anticipation here, he noted that it was the forerunner of a line of top box office productions, which would include "This Earth Is Mine," "Operation Petticoat," "Any Way The Wind Blows" and "Spartacus."

Rackmil also pointed to the success of other current U-I releases in Latin America, particularly "Horror of Dracula," which had just opened in Sao Paulo, setting a new all-time record high for a week's gross for any picture ever to be shown in Brazil.

"Universal is definitely on the way to the top," he concluded.

Para. Theatre, Salem Files Anti-Trust Suit

Special to THE DAILY

BOSTON, April 5.—An anti-trust suit for $2,000,000 in damages has been filed in the United States District Court here by Naumkeag Theatres Company, Inc., operating the Paramount Theatre, Salem, Mass. Defendants are eight distributors and the following circuits: New England Theatres Inc., American Theatres Corp., Loew's Boston Theatres, RKO Keith Orpheum Theatres Inc., Keith Massachusetts Corp., Massachusetts Amusement Corp., and Stanley Warner Management Corp.

Charging conspiracy, monopoly and restraint of trade, the complaint states that because of an unfair availability structure, the Paramount Theatre has been held back from playing pictures 21 days after downtown Boston and one day after Lynn. The plaintiff asks for territorial release, or, lacking that, for a shorter clearance. He also asks for the abolishment of certain "unfair" practices of the distributors, such as favoring certain circuit-operated theatres over the Paramount Theatre, block booking, etc. There are two counts of $1,000,000 each in the suit.

a report to Motion Picture Exhibition!

*SINDLINGER'S LATEST TABULATION OF TRAILER IMPACT ON AN ADMISSION BASIS

OUT OF 1000 ADMISSIONS, 435 WERE SOLD BECAUSE OF EXPOSURE TO THE ADVANCE TRAILER!

MOTION PICTURE ACTIVITY is published weekly by Sindlinger & Company, Business Analysts. The degree of precision of this data is well-known within the motion picture industry and by government economists. It has been found to be consistently accurate, within 2% to 3%, in cases of tax collections, theatre census, etc., as reported a year or two later by the various U.S. Government Agencies.

Information published in this report is based on more than 7,000 interviews a week, over 1,000 interviews a day.

*Full particulars of Sindlinger's detailed analysis substantiating this statement will be mailed to you upon request.



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY



How to Move Movie-Goers and Pack Movie Houses!

David Lipton, Vice President of Universal-International, quoted in Film Daily, says:

"Pre-Sell . . . through paid advertising . . . in the Fan Magazines"

TV or not TV is not the question! The public will, the public does, turn out in profit-making numbers ...if they "know-about" a picture and want to see it! The point is, they have to be told, through advertising, that they do want to see a picture. For, as Mr. Lipton says, "It's when publicity and promotion follow **paid advertising** that their effect is greatest!"

Reach Your Readiest Customers First

No other advertising medium offers the Motion Picture Industry such a natural, ready-to-go market as do National FAN MAGAZINES! To quote Mr. Lipton again: "FAN MAGAZINES are our industry's direct contact with a movie-conscious audience. No other industry has such a special, extensive press . . . centered around it . . . and aimed at the general public."

Accentuate the Positive

Impartial surveys show that National FAN MAGAZINES are the strongest influence in getting others —particularly the "infrequents"—to get up and get out to a movie. FAN MAGAZINE readers see movies . . . talk movies . . . practically live and breathe movies. They are literally "box office barkers" for the industry. Doesn't it make sense to give them first-hand material to pre-sell your pictures? Capitalize on this "pre-sold" enthusiasm—advertise your next picture in the National FAN MAGAZINES! You'll never get more resultful publicity at such reasonable cost.

FACTS ABOUT FAN MAGAZINES

75% of National Fan Magazine readers are under 35 years of age. So are 2 out of 3 people in the average audience!

•

Fan Magazine readers represent one-half of the 35,000,000 people who "talk-about" movies every week!

•

Fan Magazine readers go to the movies about once a week . . . more often than the readers of any other magazine!

•

Fan Magazine readers are the "opinion leaders" in the movie field. Their opinions send more people to the boxoffice!

In Fan Magazines you can sell confirmed moviegoers on why they should see your picture, and on what they should tell others about your picture!

•

Readers buy Fan Magazines to the tune of over $12,000,000 a year just to read and learn about movies!

•

$12,000 will buy a page advertisement reaching over 20,000,000 young movie-conscious readers. That is only 1/20th of a cent per potential boxoffice ticket!

Remember, Fan Magazine readers want to see movies themselves, like to sell movies to others!

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 85, NO. 65 NEW YORK, U.S.A., TUESDAY, APRIL 7, 1959 TEN CENTS

ACADEMY AWARDS ★★★ for 1958



BEST PICTURE

"Gigi," Arthur Freed Productions, Stanley Kramer, producer, United Artists.

BEST PERFORMANCES

Actor—David Niven in "Separate Tables," Clifton Productions, United Artists.

Actress—Susan Hayward in "I Want to Live!", Figaro, Inc., United Artists.

Supporting Actor—Burl Ives in "The Big Country," Anthony-Worldwide Productions, United Artists.

Supporting Actress—Wendy Hiller in "Separate Tables," Clifton Productions, United Artists.

BEST DIRECTION

Vincente Minnelli, for "Gigi," M-G-M.

BEST WRITING

Screenplay from Other Medium—Alan Jay Lerner, for "Gigi," M-G-M.

Story and Screenplay Original—Nathan E. Douglas and Harold Jacob Smith, for "The Defiant Ones," United Artists.

BEST ART DIRECTION

William A. Horning and Preston Ames, for "Gigi," M-G-M. Set direction, Henry Grace and Keogh Gleason.

BEST CINEMATOGRAPHY

Black and White—Sam Leavitt, for "The Defiant Ones," Stanley Kramer, United Artists.

Color—Joseph Ruttenberg, for "Gigi," Arthur Freed Prods., United Artists.

BEST COSTUME DESIGNS

Cecil Beaton, for "Gigi," Arthur Freed Prods., M-G-M.

BEST FILM EDITING

Adrienne Fazan, for "Gigi," Arthur Freed Prods., M-G-M.

BEST SOUND RECORDING

Fred Hynes, director, Todd-AO Sound Department, for "South Pacific."

BEST MUSICAL ACHIEVEMENTS

Best Song—"Gigi," from "Gigi," M-G-M. Music by Frederick Loewe. Lyrics by Alan Jay Lerner.

Best Scoring of a Musical—Andre Previn, for "Gigi," M-G-M.

Best Scoring of a Drama or Comedy—Dimitri Tiomkin, for "The Old Man and the Sea," Warner Brothers.

BEST SHORT SUBJECTS

Cartoon—"Knighty Knight Bugs," Warner Brothers, John Burton, producer.

Live Action Subject—"Grand Canyon," Walt Disney Prods., Buena Vista, Walt Disney, producer.

OTHER AWARDS APPEAR ON PAGE 4

Hollywood's Big Night

31st 'Oscar' Show Tops All Previous

Longest Running Yet at 109 Minutes; TV Audience Estimated at 85,000,000

By SAMUEL D. BERNS

HOLLYWOOD, April 6.—Once again Hollywood reasserted itself as the entertainment capital of the world tonight as its top personalities gathered at the RKO Pantages Theatre to participate in the 31st annual awards presentation of the Academy of Motion Picture Arts and Sciences.

The television audience for this show of shows, in which Hollywood puts its best foot forward, was estimated to be at least 85,500,000, which would be the largest in television history. The program was simulcast over the NBC television and radio networks without commercials of any kind— thanks to the fact that the industry itself sponsored the show for the second year in a row.

This year the entertainment was not only bigger and better but longer

(*Continued on page 4*)

Nation's Millions Get Hollywood Close-Up

By VINCENT CANBY

The motion picture industry last night put on the biggest personal appearance in the history of organized entertainment. Ninety stars, in 105 commercially uninterrupted NBC-TV minutes, made for one of the greatest public relations efforts ever undertaken on the small screen. It was dazzling.

Producer Jerry Wald, acting as ringmaster this year as last, did a magnificent job. There wasn't a star or personality of any magnitude who didn't show up at one time or another. This is an industry of faces, and they were all there—two million dollars worth. As television; it may have had its static moments but few of those moments were without suspense, glamor, heart of sentiment. Ingrid Bergman made a gracious and lovely return. Maurice Chevalier was as charming and nostalgic as the law allows.

Emcees Bob Hope, David Niven, Tony Randall, Sir Laurence Olivier, Jerry Lewis and Mort Sahl were all in good form, but it was newcomer Sahl who stopped the show.

It is silly to compare this show with others in the same medium. No matter what the critics say this morning, the 90-million-odd viewers got just what they were looking for last night; a close-up of contemporary Hollywood. If it seemed a bit pinched at times, it's because these people are more at home.

MPAA Notes Big Upturn

The exceptional public response to the current flow of outstanding Hollywood films was noted at the annual meeting of the Motion Picture Association of America here yesterday.

The new releases cover the whole spectrum—from drama and musicals to comedy. The public's response is

(*Continued on page 5*)

In Today's Daily

All MPAA Officers Re-elected—page 3

Hope for U.K. Tax Relief—page 3

TOA Urges More Area Openings—page 2

MPA Directors Nix 'Piecemeal' B-B Campaign—page 3

Television Today—page 6

PERSONAL MENTION

BRUCE EELLS, executive vice-president of United Artists Television, has returned to New York from the Coast.

•

SOL C. SIEGEL, M-G-M vice-president in charge of production, will arrive in New York today for conferences with home office officials.

•

JACK M. LEVIN, president of Certified Reports, has arrived in Hollywood from New York.

•

HALSEY RAINES will leave New York tomorrow for Cuba to start preliminary public relations work for Columbia Pictures' "Our Man in Havana."

•

M. B. HORWITZ, head of the Washington Circuit, Cleveland, has returned there from Pas-A-Grille, Fla.

•

CARL W. DUDLEY, Cinerama producer, will return to New York from London tomorrow via B.O.A.C.

•

SHELDON REYNOLDS, producer-director, has returned to New York from Rome and London.

•

JACK BAUR, casting director for Walt Disney Productions, will arrive in New York from Hollywood on Thursday.

•

GORDON SCOTT will return to New York from London today via B.O.A.C.

Fraser to Citation

George Fraser has joined Citation Films as public relations counsel, it was announced by A. W. Schwalberg, chairman of the board. Fraser, who recently left Paramount, where he had been international coordinator of public relations for Cecil B. DeMille's "The Ten Commandments," is now setting details of national promotion programs and cooperative campaigns to introduce three Citation releases.

Roach Studios Close

HOLLYWOOD, April 6. — Hal Roach Studios shuttered on Thursday following the report that the Scranton Corp. in New York voted to ask a Federal court-appointed receiver or trustee.

'Warlock' to Paramount

20th Century-Fox's "Warlock" will be the next attraction at the New York Paramount Theatre.

TOA Urges 20th-Fox Managers to Take Lead in Setting More Area Openings

Twentieth Century-Fox's decision giving branch managers the authority to direct the advertising and publicity campaign for pictures in their areas as part of their new sales autonomy, was hailed yesterday by George G. Kerasotes, president of Theatre Owners of America, as another step towards encouraging area saturation openings accompanied by area saturation advertising drives.



G. G. Kerasotes

Reiterating his belief that area advertising campaigns accompanying regional openings are the most promising merchandising development in the industry in years, Kerasotes declared that such ad campaigns, conducted at the local level, are the only effective replacement for the present emasculated national advertising efforts of the film companies.

Cites Kansas Campaign

"Area ad campaigns and area openings have worked, and will continue to work," Kerasotes said. "I have just returned from the Missouri-Illinois and Heart of America convention in Kansas City, where it was reported Warner Bros' 5-state 3-exchange area opening of 'The Hanging Tree' increased business 170 per cent over normal in Kansas City alone. Local exhibitor advertising executives and Warner ad men got together and mapped out an ad campaign aimed specifically for the five-state market. Results were so extraordinary that Warners is now readying another picture for similar handling, and is increasing the number of prints to be made available for this second film.

Wants Steady Flow of Drives

"I have written to all the major film companies, urging them to adopt area openings on an organized basis, so that every month there would be such kickoffs in some exchange areas, and that over the course of the year every exchange area would be covered by several such openings. Every film company has agreed the suggestion is sound, most said they are using area openings to some degree, but all stated they did not believe it would be possible to put the openings on an organized basis, with the film companies cooperating to decide what areas they would cover each month and thus avoid direct duplication.

"If a cooperative effort is impossible at the present, I urge the film companies to act independently—but to try area openings with advertising aimed at that specific area.

"Twentieth Century-Fox's branch managers, armed with what Spyros P. Skouras, their president, says is 'complete local autonomy' not only over film sales but advertising in their area, are in a unique position to test such openings. They have Warners' experience as a guide. I hope they will make the attempt. I know they will find exhibitors not only eager to cooperate, but willing to share the additional advertising expenses with them to effectively blanket their locale and earn the extra boxoffice revenue in which both exhibition and distribution will share. The two—the film company and the exhibitor—working together to make the opening a big exciting public event, can achieve a team work that must benefit both. They, more than anyone else on a national level, are in the prime position to determine how to best sell the product to get the most revenue from their area."

Urges 'Good' Pictures

Kerasotes also reiterated the warning that "good" pictures should be used. "Blockbusters will stand by themselves in most instances," he said, "and if a poor film is used and the public is mis-led, the eventual results will be detrimental rather than helpful to our industry."

'Hot' Grosses $96,700 At Loew's State Here

United Artists' "Some Like It Hot" rolled up a big $96,700 gross for its first week at the newly-remodeled Loew's State Theatre here, it was announced yesterday by Eugene Picker, president of Loew's Theatres. "We believe this to be the biggest gross ever registered by any motion picture in an 1800-seat theatre in the history of our business," Picker said. "The $96,700 first-week total sets a record at the new Loew's State Theatre that may not easily be surpassed or even equalled."

In play dates across the country the film is also amassing record-breaking grosses in its first and second week engagements, according to United Artists.

Five Tie-Ups for 'Man'

United Artists has set five merchandising tie-ups for its release of "Man in the Net," Mirisch-Jaguar production starring Alan Ladd and Carolyn Jones. Special cross-promotions have been arranged with Smith Corona Typewriters, Webcor Tape Recorder, Eumig Camera, Latex Bathing Caps and Buff-ette Machines.

German Films Here Totalled 25 in '58

During 1958, German langua films with English subtitles releas in this country reached the reco number of 25, according to a repo yesterday by United German Fil Enterprises. Sixteen of these films pr miered at the 72nd Street Playhous New York City.

In the first three months of th year, six sub-titled German films ha been released here, with negotiatio for others indicating that the numb of such films released in 1959 w surpass that of 1958. In addition the sub-titled films, approximately German features are released he yearly to theatres which cater strict to German speaking audiences.

G. P. Skouras Heads Dinner for Brandeis

George P. Skouras has accept chairmanship of a dinner to be giv by the motion picture industry for t purpose of raising funds for Brand University. The success of the dinn is hoped to be a step towards creati a closer relationship between colleg and universities and the amuseme arts.

The dinner will be held on Tuesd May 5 at the Waldorf-Astoria he Tables, seating 10 people each, w be priced at $1,000, or $100 per pla

Blumenstock to Coast

Sid Blumenstock, Embassy Pictu vice-president in charge of advert ing-publicity, left here for the Co last night for conferences with Jose Levine, president, and Warner Br officials on campaign plans for E bassy's "Hercules," which Warn will distribute.

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Rockefeller Center • Ci 6-4600
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in "GREEN MANSIONS"
Co-starring LEE J. COBB
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In METROCOLOR and CinemaScope
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lope for End of . K. Tax Today

By PETER BURNUP

LONDON, April 3 (By Air Mail). Anxiously scanning all the available rtents, film-men here indulge now the highest hopes that Tuesday's dget will see for them the end of e irksome and discriminatory burden entertainment tax. Those hopes ared on the publication this morning, background for the Budget, of the easury's revenue and expenditure counts for the just concluded finan- l year and of the Government's conomic Survey for the present year. The former disclosed a surplus of tional revenue over expenditure of less than £377,196,000.

The key sentence in the latter ran en more significantly: "At the be- nning of 1959 the economy is un- ubtedly much stronger than in pre- ous years." From this the Survey gues that the economy can afford to pand.

Balance-of-Trade Surplus

"Subject to the need to maintain a ong external position and the con- uance of the recent record of price ability at home, the Government's olicy is to do all it can to foster this pansion." Another encouraging fac- r revealed in the Survey is the bal- ce of payments. There was a surplus visible trade last year of £120 illion, compared with a deficit of 38 million in 1957.

This is described as a "striking re- lt." It is "the first time since the war, d probably for many years before, at this country has had a surplus on sible trade."

From the strikingly optimistic tone the document, Members of Parlia- ent of both parties regard it as a rerunner of substantial cuts in taxa- n on Tuesday.

Expect Tax Relief for Industry

And how can the Chancellor now clude the hard-pressed motion pic- re industry from the recipients of s largesse?, film men ask among emselves.

They have never ceased to press eir claims that the tax has become outdated anomaly. The industry is w the only form of entertainment bject to the impost. Its yield now ns at slightly under £9 million an- ally and moreover under the law of minishing returns, the Treasury, so n men aver, would probably be glad be relieved of its collection.

isney Rejoins MPA fter 4-Year Absence

The Walt Disney organization has joined the Motion Picture Associa- on of America as of April 1, it was nounced yesterday, following a eeting of the MPAA board here.

Walt Disney Productions becomes producer member of MPAA, and

(*Continued on page* 5)

All MPAA Officers Unanimously Re-Elected at Meeting of Board

The board of directors of the Motion Picture Association of America yesterday unanimously reelected all incumbent officers.

Those re-elected are Eric Johnston, president; Ralph Hetzel, Kenneth Clark, G. Griffith Johnson and Geoffrey Shurlock, vice-presidents; Sidney Schreiber, secretary; Stanley R. Weber, treasurer; Thomas J. McNamara, assistant treasurer; and Robert T. Watkins was elected assistant treasurer-assistant secretary.



Eric Johnston

At the annual meeting of the members of the Association which preceded the board meeting, the following directors were elected:

Johnston; Barney Balaban, president, and George Weltner, worldwide sales manager, Paramount Pictures; Steve Broidy, president, and Edward Morey, vice-president, Allied Artists; Abe Schneider, president, and Abe Montague, vice-president, Columbia Pictures; and Earle W. Hammons, president, Educational Films.

UA Officials Reelected

Also, Arthur B. Krim, president, and Herbert L. Golden, vice-president, United Artists, Milton R. Rackmil, president, and John J. O'Connor, vice-president, Universal Pictures; Hal E. Roach, president, Hal Roach Studios; Herman Robbins, chairman of the board, National Screen Service; Joseph R. Vogel, president, and Benjamin Melniker, general counsel of Loew's, Inc.; Spyros P. Skouras, president, and W. C. Michel, executive vice-president, 20th Century-Fox; C. B. Stratton, executive vice-president, Cosmopolitan Corporation; Paul H. Terry, president, Terrytoons; Benjamin Kalmenson, executive vice-president, Warner Bros. and Albert Warner.

The members of the executive and finance committees were reappointed by the board.

The board approved the Association budget for 1959.

Foreign Producers Ask Co-production

From THE DAILY Bureau

HOLLYWOOD, April 6.—All of the producers and representatives of the five foreign language films nominated for tonight's Academy Award arrived here from their respective countries with hopes that co-production deals could be worked out with American producers during their current visit.

The producers met with press representatives at the Beverly Hills Hotel for interviews regarding their films and future foreign production.

Harry R. Sokal, whose film, from George Bernard Shaw's "Arms and the Man," was made in the German language, said that "Oddly enough my next two German films are also by English authors: J. B. Priestley's 'Mr. Kettle and Mrs. Moon,' and Somerset Maugham's 'The Breadwinner'." Sokal reported that television is rapidly affecting film grosses, with business off in Germany 10 to 15 per cent.

'Last Autumn' in Preparation

Manuel Goyanes, producer of the nominated "La Vengaza," said he is currently producing a documentary film on Spain in Eastmancolor for an American distributor. He is also preparing a script, "The Last Autumn," and said he would make a dual language version if he can interest an American producer or distributor.

Goyanes said his "La Vengaza" is

(*Continued on page* 6)

Looks Dead

MPA Directors Nix 'Piecemeal' B-B Campaign

A "piecemeal" business - building campaign, limited to the radio promotion plan alone, was rejected by the Motion Picture Ass'n board of directors at its meeting here yesterday.

Unless exhibitors can come up with their $1,150,000 half share of the original $2,300,000 all-industry business building campaign, and do so quickly, the project is doomed to be forgotten. The campaign was devised for a late spring or early summer start and radio time needs to be bought at least 30 days in advance, hence the time element already works against the activation of the business building program this year.

Stellings Sees Enough for Radio

Exhibitor representatives on the business building executive committee, led by Ernest Stellings, former president of Theatre Owners of America, recently called for inauguration this spring of the radio phase of the campaign only, pointing out that the $150,000 that exhibition has raised would be adequate for the purpose if distributors agreed to match it.

Abe Montague, distributor representative on the b-b committee, reported to the MPAA board yesterday on recommendations of the MPAA advertising and publicity directors committee on the campaign, which were that the committee feels that no piecemeal campaign would do the job and that the distributors still stand behind the original proposal for the full-scale, nationwide campaign. The MPAA directors concurred.

Was to Have Started Last July

The campaign was in preparation several years and was scheduled to start last July 1, but exhibitor contributions to the campaign fund fell far short of the goal and even now are $1,000,000 away from it.

Cecil B. DeMille Memorialized in Resolution Adopted By MPAA Annual Board Meeting

The MPAA board of directors at its annual meeting yesterday unanimously adopted a resolution honoring the late Cecil B. DeMille, who was a member of the board of the association for 26 years. The resolution said, in part:

"WHEREAS, the late Cecil B. DeMille conceived and produced, for over forty years, a long series of motion pictures unique in their grandeur and power, and in them brought to the art of the motion picture the epic proportions of human history, so that the American motion picture industry and the name of DeMille achieved renown throughout the world; and

"WHEREAS, Mr. DeMille, as a member of the Board of Directors of the Motion Picture Association from March 27, 1933, to his death on January 21, 1959, brought heroic leadership and notable technical contributions to the American motion picture industry and left to all his fellow workers in it an enduring inspiration; be it

"RESOLVED, that the members of the Board, individually and as one, express their sorrow and regret at the death of this great friend and devoted leader, and mourn with those of all nations who honored his name and loved his art."

Sees $2,000,000 Gross Domestic for 'Gidget'

On the basis of 150 openings that Columbia's "Gidget" had during the Easter season, Rube Jackter, vice-president and general sales manager, predicted yesterday that it would gross $2,000,000 domestically. The dates so far represent a good cross-section of the country with the exception of the Northeast, Jackter said. "Gidget" opens in that section this month, highlighted by a mass 80-theatre saturation booking in the New York metropolitan area, including choice dates on the top half of the Loew's circuit.

Among one-week grosses registered

(*Continued on page* 6)

REVIEW:

Born Reckless

Warner Bros.

HOLLYWOOD, April 6

Mamie Van Doren and Jeff Richards carry their stellar roles well in this light, romantic musical with a rodeo background, to effect a pleasing program of solid Western entertainment.

Attractive Miss Van Doren sings most of the seven catchy songs, commercial songs contributed by Buddy Bregman and Stanley Styne, Charles Singleton and Larry Coleman, and Buck Ram; while Richards engages in a number of rodeo events and fights to provide the action and thrills.

Aubrey Schenck's production is well paced under Howard Koch's direction of the screenplay by Richard Landau. Arthur Hunnicutt supplies excellent character support in the part of Richard's sidekick, who shows a fatherly interest in his welfare. Carol Ohmart is likewise effective in a minor role.

The obvious story by Landau and Schenck deals mainly with Richard's hard luck at several rodeos.

When Miss Ohmart appears on the scene, Miss Van Doren "takes the bull by the horns" and tosses Richards and Miss Ohmart into a swimming pool to cool off any romantic road blocks. Richards realizes his love for Miss Van Doren, decides to play it straight and wins enough money at a rodeo to assure their future together.

Running time, 82 minutes. General classification. Release, in May.

SAMUEL D. BERNS

31st 'Oscar' Show Tops All Previous

(*Continued from page* 1)

too. Under the production supervision of Jerry Wald it ran for two solid hours, 15 minutes more than it did in 1958, and longer than any other in its history.

Over 90 world renowned screen personalities took part in the festivities, contributing their services gratis. They appeared in a continuous procession, too, each one doing either specialties or making presentations None merely took a fleeting bow.

The estimate of an audience of 85,500,000 or more came from Sindlinger & Co., which took a nationwide survey last week in which it also found that the program is estimated to bring into the nation's motion picture theatres a cash return of at least $15,000,000 during the next few months.

"From our experience of the past four years in measuring the impact of the Academy Awards TV presentation, we have found that for every 100 people who see the awards on TV, 21 of them will spend an average of 91 cents to see the award winners," he pointed out.

Sindlinger also noted that the awards come this year at a time when ever greater benefit might result as theatre attendance since mid-February has been ahead of last year.

Tonight's presentation marked the tenth straight year from the Pantages Theatre, where, by coincidence, Wald, the producer of this year's show, has his production, "The Sound and the Fury," as the current attraction. The run of the film was interrupted for three days during its third successful week to allow preparations for tonight's show.

George Stevens, president of the Academy, set the stage for the proceedings upon receipt of the "envelopes" from Price Waterhouse & Company.

Jack Warner Honored

A high point of the proceedings was the presentation to Jack L. Warner, president of Warner Bros., of the coveted Irving G. Thalberg Memorial Award. Voted the award by a unanimous ballot of the Academy's board of governors, he was the 14th to receive it since it was established in 1937. The Thalberg award goes to the person "who has been responsible for consistent high quality of motion picture production over a period of years."

Regarding the awards, there is no doubt that 1958 will be remembered as the year of "Gigi," with nine "Oscars" for each of its nine nominations, and with the film emerging as the Best Picture.

By virtue of "Gigi," M-G-M enjoys the top position, with United Artists running second, with six awards earned by "The Defiant Ones" and "I Want to Live!", the latter the vehicle for Susan Hayward's winning of top honors as Best Actress.

Everyone agreed that it was an evening of great fun and good cheer, with Bob Hope at his quippable best.

Among the several masters of ceremonies who enlivened the occasion, it remained for a comparative new face —Mort Sahl—to impress the audience mightily, tickling the funny bones with his inimitable satirical monologue, which found an excellent showcase in tonight's program and certainly furthered his reputation and future as an entertainment industry personally.

Wald, who spent a year planning the show, was modest in accepting praise for his personal efforts. In a press room remark after the show he paid tribute to his staff, paraphrasing Winston Churchill with "never has so much been owed by so many to so few."

In High Tribute to Staff

The recipients of his praise included Valentine Davies, chairman of the Awards Program Committee; music director Lionel Newman, whose orchestra was made part of the show on stage, rather than in the pit; Joe Parker, stage director, and John De Cuir, art director; Alan Handley, producer for NBC; Sammy Cahn, for his special lyrics; Charles Henderson, vocal music director; Bob Sidney, choreographer; writers Dick Breen, I. A. L. Diamond, Hal Kanter, Panama and Frank, Shavelson and Rose; Mike Garrison, Sam Goldwyn, Jr., Margo Halprin and George Stevens, Jr., al Wald's assistants; and Edith Head for coordinating the greatest "fashion show" modeled by international screen favorites.

Cost of tonight's event? $800,000 This includes $225,000 in network time charges. If the talent alone fo tonight's event were able to be obtained under any other circumstance for the one night only engagement Wald estimated it would cost close t $2,000,000.

Academy Awards

In addition to those on page 1

BEST SPECIAL EFFECTS

Tom Howard, for "tom thumb," Galaxy Pictures, M-G-M.

BEST DOCUMENTARY

***Feature* — "White Wilderness," Walt Disney Prods., Buena Vista.**

***Short Subject*—"Ama Girls," Walt Disney Prods., Buena Vista.**

BEST FOREIGN FILM

"My Uncle," Specta-Gray-Alter Films in association with Films del Centaure (France).

PEOPLE

Nat Hern, formerly with RKO Theatres here and more recently with the American Theatres Corp., Boston, has joined Smith Management Co. there as manager of the Meadow Drive-in, Hartford, succeeding **Harold Cummings,** resigned. At the same time, **Robert Terrell** has relinquished his post of assistant manager at the Meadows and has been assigned temporarily to managership of Lockwood & Gordon's East Windsor Drive-in, East Windsor, Conn., replacing **William Staples,** currently on leave of absence.

□

Edward H. Rideout, of the research and advanced development division of the Avco Co., has been elected chairman of the newly-formed Boston section of the Society of Motion Picture and Television Engineers. **Robert Fraser,** of the ITEK Corp., Boston, has been elected secretary-treasurer.

□

Johanna Grant has been named special publicity liaison for United Artists "A Hole in the Head," Sinatra production.

Associated Motion Picture Advertisers, Inc.

Cordially Invite You to Attend

A.M.P.A.'S SPRING LUNCHEON

Honoring

MAX E. YOUNGSTEIN

Vice-president, United Artists Corp.

Georgian Room, Hotel Piccadilly

227 West 45th Street

Tuesday, April 14th, 1959, at 12:15 P.M.

Tickets $4 including luncheon and gratuities

Reservations: **Hans Barnstyn, Trans-Lux Theatre**

586 Lexington Avenue, New York 22

PA Okays Release of ecial Films Funds IF . . .

he MPAA board of directors yes-ay authorized Eric Johnston, pres-nt, to sign a release of the ac-ed rentals from the special indus- public relations short subjects to American Congress of Exhibitors, as learned yesterday. Johnston is of the trustees of the shorts funds. n granting its approval, the board cified that the release must be in h legal form that the Association ld not be liable in the event of re legal action over the funds, eved to amount to between $40,- and $60,000.

Disney Rejoins

(*Continued from page* 1)

na Vista Film Distribution Com-y a distributor member.

Eric Johnston, MPAA president, d: "It is a real pleasure to welcome lt and Roy Disney and associates Walt Disney Productions and na Vista. They add great strength the association and we all know tremendous contributions they l make to the common good."

First Joined Up in 1934

The Disney organization originally ame a member of the association January, 1934, and resigned in ruary, 1955.

Lloyd Sieber Dies

WILMINGTON, April 6.—Funeral vices will be held in Bethlehem, , for J. Lloyd Sieber, manager of Queens Theatre here, who died Delaware Hospital following a rt attack. Sieber came here two rs ago after having been a theatre nager in Bethlehem for 20 years. is survived by his wife and two ers.

Horse' Still Climbs

"The Horse's Mouth" starring Alec inness grossed $12,183 in its 21st ek at the Paris Theatre here, top-g the boxoffice receipts of the past e weeks. The United Artists re-se began its 22nd week at the Paris sterday.

-W House Taken Over

DETROIT, April 6.—The Tower eatre, one of the Wisper & Wets-an houses, has been taken over by arry Nott and John Sizemore, with oking and buying handled through e Mitchell Theatre Service.

eopen Detroit Theatre

DETROIT, April 6.—The Holly-od Theatre here, long closed and the market, has been reopened by liott Cohen, who has announced ans to operate indefinitely with no ange in policy.

General Film Opening K.C. Service Center

From THE DAILY Bureau

LOS ANGELES, April 6—General Film Laboratories Corp., a subsidiary of Pacific Industries, Inc., announced it is establishing a producers' service center in Kansas City, Mo., and has appointed Neal Keehn as regional vice-president in charge of the new facility. In making the announcement, General Film Labs president G. Carleton Hunt declared that Keehn also would supervise all central United States sales operations for the Hollywood-based film processing firm.

Had Been with Calvin Co.

Keehn formerly was vice president of the Calvin Company of Kansas City. In this position, he was in charge of laboratory and producers' service sales. In addition, Keehn was director of the Calvin workshop since its inception in 1947.

Fink to Push 'Land'

HOLLYWOOD, April 6. — The public relations office of Bert Fink has been retained to handle publicity and exploitation of C. V. Whitney's "The Young Land," which Columbia Pictures will release, it is announced by Whitney vice-president Arthur Wilde. The film will be premiered in Cody, Wyoming, April 25, to coincide with the opening of the Whitney-endowed Gallery of Western Art in that city.

Two More Join ITOO

COLUMBUS, April 6.—The Leatherwood Drive-in, Barnesville, owned by Bernard Sarchet, and the Whitehouse Theatre at Whitehouse, owned by Mr. and Mrs. Carroll Harris of Swanton, have joined the Independent Theatres of Ohio, it has been disclosed by Ken Pritchard, ITOO executive secretary.

3 '4-Stars' for Fox

20th Century-Fox has the distinction of having three attractions currently on Broadway, all of which received a four-star rating in the "New York Daily News." The pictures are "The Diary of Anne Frank" at the RKO Palace; "Compulsion" at the Rivoli; and "The Sound and the Fury" at the Paramount.

J. Knox Strachan, 56

CLEVELAND, April 6.—Word has been received here of the sudden death in St. Petersburg, Fla., following a heart attack, of J. Knox Strachan, 56, formerly local Warner Theatre publicity director. He is survived by his wife.

Now Mars International

HAMTRANCK, Mich., April 6.—The old Mars Theatre here has been renamed the Mars International by the owners, Raymond and Julius Gugala, who have adopted an "art" policy for the house.

MPAA Notes

(*Continued from page* 1)

based on the wide appeal of films in all categories.

What seems most reassuring is the trend appears to be based on solid ground. It started before Easter and was accelerated during the holiday week. It appears to be carrying over as more pictures go into general release. The trend also has wide geographical distribution and is not confined to key cities.

There were gratifying reports from all member companies which is another indication of the broad base.

Allied Artists reported that "The House on Haunted Hill" and "Al Capone" are setting new records for the company.

Columbia Pictures' "Gidget" is proving to be a major box-office success and shows the public is interested in new young stars when in an attractive production.

'Imitation' Scoring Heavily

Universal - International's "Imitation of Life" is rolling up record business.

United Artists reports that "Some Like It Hot," on the basis of business already done wherever the picture has opened, gives every indication that it will be the all-time top money-maker for this company.

"The Diary of Anne Frank" is doing unprecedented business for 20th Century-Fox on a "reserved seat" basis, and "Compulsion" and "The Sound and the Fury" also will set high box-office marks.

Among the recent M-G-M releases that are rolling up top figures around the country are: "Some Came Running," "Green Mansions," "The Mating Game" and "Gigi," all M-G-M.

Warner Bros. with "Auntie Mame" and "Rio Bravo," is releasing back to back two of the biggest box-office hits that the company has had in the past 20 years.

Pictures of powerful box-office strength characterize Paramount's current and forthcoming releases schedules, among them "Tempest" and "The Black Orchid."

Soft Drink Co. Offers 'Oscar' Drive Prize



ERIC JOHNSTON, president of the Motion Picture Association, discusses with Norman Wasser, manager of the theatre sales department of the Pepsi-Cola Company, the contest sponsored by Pepsi-Cola which will reward theatre managers for their efforts in promoting public interest in this year's Academy Awards telecast. First prize will be a one week all-expense trip to Hollywood for two and there will be nine other prizes of U.S. Savings Bonds. The contest is open to all theatre managers in the U.S. and Canada. Complete descriptions of the exploitation campaign should be sent to Exhibitors Academy Awards Campaign, care of MPAA, 28 West 44th Street, N.Y. Advertising and publicity directors of MPAA member companies will judge the campaigns.



Television Today

'Weather Center' Completed in Miami

Special to THE DAILY

MIAMI, April 6. — Charles Kelly, WCKT station manager, has announced the completion of WCKT "Weather Center," a newly-built weather station in Channel 7 studios on 79th St. Causeway. The new "Weather Center" provides WCKT's audience with the first live television view of such weather elements as wind velocity and direction, while graphically reporting humidity, temperature and barometric pressure.

National Weather Reports

The "Center" now features for coast-to-coast weather reports, the Civil Aeronautical Administration's Weather Service "C" of the U.S. Government's weather teletypewriter system sent directly from Washington, D.C.

Lever Bros. to Sponsor 'Jack Benny Show'

"The Jack Benny Show" will switch to a new Sunday time, 10:00-10:30 P.M., EDT, for a new sponsor, Lever Brothers Company, on the CBS Television Network beginning Sept. 27. The Benny program will continue in its current Sunday time period (7:30-8:00 P.M., EST) for its present sponsor until June. At the same time it was announced that "The George Gobel Show" will be the alternate week program in the new Sunday time period, with Lever the exclusive sponsor of both series.

Announcement of the two new comedy series was made by William H. Hylan, CBS Television Network vice-president of sales administration, and by Samuel Thurm, advertising vice-president for Lever Brothers.

NTA Names Spirt

Arthur Spirt has been named a vice president of NTA Program Sales, a Division of National Telefilm Associates, Inc., it was announced by Michael M. Sillerman, president of the division. Spirt, who will maintain his headquarters in Chicago, was formerly with Gross-Krasne-Sillerman, Inc. Before that he was with Independent Television Corporation and Television Programs of America. At both G-K-S and TPA he was vice president for the Central Division.

New ABC Affiliate

WHYN - TV, Channel 40, in Springfield - Holyoke, Mass., has signed as a primary affiliate of the ABC Television Network, it was announced by Alfred R. Beckman, ABC vice-president in charge of TV station relations.

Who's Where

Alan D. Courtney has been elected vice-president, nighttime programs, and **Carl Lindemann, Jr.**, vice-president, daytime programs, for the NBC Television Network, it was announced by **Robert W. Sarnoff**, chairman of the board of the National Broadcasting Company.

□

The appointment of **Ira DeLumen** to the newly-created position of sales service manager, production sales, CBS Television Network Operations Department, effective immediately, was announced by **Newell T. Schwin**, director, production sales.

□

Philip Luttinger has been appointed research projects supervisor for the CBS Television Network, effective immediately, it was announced by **Jay Eliasberg**, CBS Television Network director of research.

□

Frank Sheehan has been named Western district manager of Arrow Productions, residual sales subsidiary of Independent Television Corporation, **Stanley Levey**, general sales manager of Arrow, announced. At the same time, **Milton Westerman** was appointed sales representative in the midwestern division.

Cantor, Bertero, Others Named to NTA Board

From THE DAILY Bureau

LOS ANGELES, April 6. — B. Gerald Cantor and John B. Bertero, chairman and president respectively of National Theatres, today were named to the board of directors of National Telefilm Associates, a recently acquired National Theatres subsidiary.

Glett, Ostrow Also Named

Charles L. Glett and Jack M. Ostrow, National Theatres directors, also were named to the NTA board, at a special meeting here following formal completion of the acquisition. The new board members fill vacancies left by the resignation of Burt Kleiner, Robert Westheimer, William H. Hudson and Edythe Rein. Miss Rein is to continue as senior vice-president of NTA.

Communications Corp. Taking Continental TV

From THE DAILY Bureau

HOLLYWOOD, April 6. — Agreement has been reached by the stockholders of Continental Telecasting Corp., broadcasters Frank Oxarat, Jack Feldmann and Albert Zugsmith, to sell all of their stock to Communications Corp., California, for $1,200,000, subject to approval by the Federal Communications Commission.

Included are KRKD and KRKD-FM, Los Angeles, and extensive real estate for which oil drilling negotiations are now in progress.

'Gidget' Gross

(*Continued from page* 3)

by "Gidget" are these: Dallas, Palace, $12,250; Los Angeles, 19 theatre multiple, $122,000; Houston, Majestic, $9,800; Minneapolis, Gopher, $9,300; San Diego, Spreckles, $12,600; Youngstown, Palace, $8,100; Kansas City, Plaza and Electric, $9,350; Birmingham, Melba, $4,200; St. Paul, Strand, $5,100; Richmond, Byrd and State, $9,200; Atlanta, Rialto, $7,700; Tulsa Orpheum, $4,100; Tampa, Palace, $5,700; and Ft. Worth, Palace, $5,000.

Foreign Producers

(*Continued from page* 3)

the only Spanish film taken for worldwide distribution by an American distributor, MGM International.

Franco Cristaldi producer of "The Big Deal," echoed Sokal's remarks on the effect that television is having on film grosses in his country, despite the fact there is only one network, RAI, which is government controlled with only one channel feeding the program.

Nine Companies Shooting

Ivo Vrhovec, producer of "The Road a Year Long," Yugoslavia's entry, said there are nine different companies shooting films at six different studios in his country. He is personally producing four to five films this year, and stated that Italy and Germany are excellent outlets for their product.

Jacques Tati, sans familiar pipe and hat, but fortified with a fine command of the English language, was proving to the press that he was everybody's "Uncle."

New 'Life' Openings Set Theatre Records

Universal's "Imitation of Life" set records in two new openings at the weekend and continued to do top business in holdover engagements, the company reported here yesterday. The new openings were at the Fulton in Pittsburgh where the first three days totalled $12,000, biggest for the theatre in several years; and the Criterion in Oklahoma City where $6,500 for the first three days was the biggest in the history of the theatre. At the Keith Theatre in Washington the first five days were $16,500 biggest at the house since "The Glenn Miller Story."

"Imitation" also topped its record second week at the Roosevelt Theatre in Chicago by more than $4,000 on the first six days of the third week. Second Saturdays were better than opening day Saturdays at the Loew's State Theatre in Boston; the Mayfair Theatre in Baltimore; the Joy Theatre in New Orleans and the Uptown Theatre in Toronto.

Busy Month for Wallis

HOLLYWOOD, April 6. — April, 1959, will go on record as the busiest single month in the long and successful operation of independent producer Hal Wallis. He has five pictures in various stages of work at this time.

National Pre-Selling

"PORGY AND BESS," the Goldwyn production in Todd-AO starring Sidney Poitier, Dorothy Dandridge, Pearl Bailey and Sammy Davis, Jr. was spotlighted as the lead article in the April 5 issue of "This Week."

It was written by Bennett Cerf who knew George Gershwin, the musical composer, personally and is a friend of Samuel Goldwyn. This gives readers an insight into how "Porgy and Bess," was originally written and its history from 1935 to the present time. Photos made on the production sets of "Catfish Row" and "The Picnic" scene in full color are very helpful in covering the pictorial phase of the article.

•

"Life" in the April 6 issue produced a pictorial and word essay on Millie Perkins, the tense and introspective young actress who plays the key role in "The Diary of Anne Frank."

Millie tells the readers of "Life" how her first acting part has changed her living patterns and how she is fighting desperately to retain her own identity as an individual. Photos of her with George Stevens, Ed Wynn, and Shirley Winters at the New York premiere of this 20th-Fox film are used. Scenes with her closely-knit New Jersey family are included.

•

Pat Boone will star in a new film based on Jules Verne's "A Journey to the Center of the Earth," reports "T.V. Guide" in the April 4 issue. This latest Pat Boone picture will be released by 20th-Fox.

•

Shirley MacLaine who stars in "Some Came Running," is pictured in the April issue of "Coronet." She has received many commendations for her acting in this MGM film from the critics. Shirley plays the part of a B-Girl and she says mischievously "may be there is some latent B-Girl in me."

•

"Compulsion," based on the best-selling novel about the Leopold and Loeb murder case of 1924, has been selected by "Redbook" as the picture of the month for April.

•

Bob Hope shows how he reacts to downing a shot of Arizona redeye whiskey, while doing a scene from "Alias Jesse James," in a photo story appearing in the April 6 issue of "Life." With the help of tubes he hat bulges in four places, and tubes are also used to send jets of incense out of his ears.

•

Susan Hayward, is discussing her film "I Want To Live," is quoted in the April 14 issue of "Look" as saying "I'll kill anyone, including Frank Sinatra, who calls this film a gasser."

WALTER HA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 85, NO. 66 NEW YORK, U.S.A., WEDNESDAY, APRIL 8, 1959 TEN CENTS

EDITORIAL

The Academy Show

By Sherwin Kane

THIS year's Academy Awards telecast, like most of its predecessors, was an improvement in a number of important respects over earlier awards programs.

For one thing, it was faster-paced with less time consumed preliminary to the announcement of winners. This may have contributed to Monday night's program ending 15 minutes ahead of schedule, but in the Eastern zone, perhaps, Central time zones in which the closing hour inevitably is late one for millions of viewers who by necessity are early risers, that miscalculation was not a serious one. In fact, a further shortening of the awards program, perhaps to a maximum of 90 minutes, might well win many thousands of additional viewers in the East.

•

For another thing, this year's program was smoother, brighter, more interesting and entertaining than those of other years. There is no question to doubt that its huge audience enjoyed it and stayed with it to the end.

It is equally certain that the program continues to be a fine exercise in public relations for Hollywood, the theatres and the industry as a whole, entirely apart from its financial worth in those pictures which figure in the awards of major public interest.

Further improvements in the program certainly are possible and no doubt will be made in the future. For, of course, the continued telecast of the presentations is a must, and it should continue to be under industry auspices; whether or not under the same arrangements as have prevailed over the past several years.

•

Perhaps the cost is too high, but it might be remedied if broad negotiations with other networks were to be thoroughly pursued. In any event, it should not be necessary to return the telecast to its former status as a commercially sponsored program.

The absence of annoyingly distracting commercials over the entire 105-minute length of Monday night's program certainly did not escape the live audience. In that respect, the industry made effective use of its own medium.

I need only be asked now, Was

(*Continued on page 2*)



(ADVT)

'Herald' Merchandising Meetings Open Today

The second series of merchandising conferences on new product being sponsored by MOTION PICTURE HERALD gets underway here this morning with exhibitors attending from large and small circuits all over the country as well as Canada. Registation for the conferences, during which seven new films will be screened and their advertising and promotional campaigns discussed, is more than twice that for the first HERALD conferences which were held last fall.

Ernest Emerling, vice-president in charge of advertising and publicity for Loew's Theatres, will act as moderator of a round table discussion on general advertising and promotion problems to be held at the Hotel Gotham this afternoon.

Pictures to be screened today include Columbia's "It Happened to Jane" this morning and Paramount's

(*Continued on page 8*)

In Today's Daily

Set 'Beauty' for Regular Release—page 8
Republic Expects Good Year—page 2
Hummel Leaving WB Int'l.—page 2
Fox SPG Reach Agreement—page 6
'Oscar' Show Gets Big Play—page 7
Television Today—page 6

No Tax Relief Granted Industry in Britain

From THE DAILY Bureau

LONDON, April 7.—To the dismay of the entire British motion picture industry no relief has been granted from the entertainment tax. The Government Budget, released today, left the tax unaltered.

Hopes had been high for substantial cuts in taxation in the new Budget, and that these would include the film industry. Optimism had been

(*Continued on page 8*)

Polls Group

Suggests B-B Campaign Plan Be Salvaged

Stellings Suggests Using Best Elements Locally

Members of the executive committee of the industry business building campaign are being polled to determine if they feel elements of the campaign can be salvaged for industry use.

This possibility was suggested by Ernest G. Stellings, co-chairman, in letters sent to the four other members of the committee, after the board of directors of the Motion Picture As-

(*Continued on page 6*)

Trendex Says 'Oscar' Audience Set Record

Trendex audience survey yesterday gave the Academy Awards telecast of Monday night a 57.8 rating, and NBC's research section said that 29 million homes were tuned to the program—the greatest number of homes ever to watch a tv program.

NBC, whose television and radio networks carried the program, also

(*Continued on page 7*)

Printers Spellbound By 'Gigi' Oscars

Presumably, after setting type for seven "Gigi"—Arthur Freed—MGM Academy Awards for yesterday's Motion Picture Daily, printers thought it was time for a change. They mistakenly attributed two of the Oscars won by "Gigi"—those for Best Picture and Best Color Cinematography — to a distributor other than MGM.

The Arthur Freed — MGM picture won nine awards in all, to become the most honored picture in Academy annals. Prior to this year three pictures earned eight awards each. They were "From Here to Eternity" and "On the Waterfront," both released by Columbia Pictures; and "Gone With the Wind," the David Selznick-MGM production.

PERSONAL MENTION

MAX E. YOUNGSTEIN, vice-president of United Artists, will return to New York today from Hollywood.

•

FORTUNAT BARONAT, Universal Pictures director of foreign publicity, has entered New York Hospital here for surgery.

•

JAMES CARRERAS, producer, will return to London from New York today via B.O.A.C.

•

ROBERT M. STERNBERG, vice-president of New England Theatres, Inc., has returned to Boston from Hartford.

•

LEO JAFFE, Columbia Pictures vice-president and MIKE J. FRANKOVICH, head of Columbia's British operations, have returned to New York from the Coast.

Study Objections to New Illinois Drive-In

Special to THE DAILY

CHICAGO, April 7.—The Cook County Board voted unanimously to allow a special use permit for a proposed $400,000 drive-in theatre to be constructed near Palatine, Ill., 28 miles northwest of Chicago. Action was deferred, however, to permit more study of the objections of the neighboring towns of Long Grove and Kildeer.

The proposed theatre, which will have a capacity of 1400 autos, will have a holding area for 950 more.

The unit will be operated by a Chicago motion picture theatre veteran of 50 years, Arthur Schoestadt, who says he selected the Palatine site because there was no close theatre competition, and also because the area promises continued growth.



EDITORIAL

(*Continued from page* 1)

the contrast with regular television so marked that the program unwittingly became an advocate of another rival sans commercials—pay TV?

The Paramount "Q"

PARAMOUNT at the moment is in process of telling the industry a story of product—a story of which the men of Paramount are infinitely proud.

The company has 27 top-quality pictures either completed, editing, shooting or in various stages of preparation designed for release from now into 1960. They are properties which represent big budgets, having top star names and each to be backed with big merchandising campaigns.

•

This schedule of important product is being presented to the trade with the declaration that "Paramount gives the industry its 'Q'—Quality in Quantity!" Examination of the titles, casts, producers, directors represented in this important schedule supports this assertion.

The trade announcements should be news of the most welcome kind to exhibitors everywhere.

Pa. Booking Scheme Rearranged by U.A.

Special to THE DAILY

PHILADELPHIA, April 7.—United Artists has sent letters to all exhibitors in the area announcing a rearrangement of present booking schedules. The company said that it is cutting down the number of simultaneous showings in the neighborhoods and calls attention to an earlier complaint when one film was playing at the same time at 42 locations in the Philadelphia area.

Under the new plan, U.A. has established 14 playing zones for the local area. A drive-in and indoor house in each zone will be able to play a film two weeks after its first-run showing in the center-city zone. In 28 days, pictures will then be made available again on a zone basis to other theatres in order to stagger the playing dates over a longer period of time.

265 x 60 Foot Sign Heralds 'Naked Maja'

A 265 by 60 foot spectacular, including a 40 by 50 foot reproduction of the controversial nude by Goya, stretching a full city block above the Victoria and Astor theatres on Broadway, was completed yesterday. The sign announces the opening of United Artists' "The Naked Maja" at the Victoria.

Republic Expects Good Year, 'Holders Told

By WARREN G. HARRIS

Republic Pictures Corp., no longer in the production and distribution of motion pictures, expects to continue its diversified operations in studio rentals, film processing, plastics and backlog sales to television, vice-president Douglas T. Yates told the company's annual meeting of stockholders at Essex House here yesterday.

Yates predicted that 1959 would be "very successful" for the company, but was non-committal about a common stock dividend, which shareholders in the audience said they thought should be due them in the very near future. Republic's Hollywood studios, Yates said, are rented to capacity until June, and Consolidated Film Industries has a large backlog of processing work for both TV and theatrical producers.

The sale of Republic's post-1948 library to television stations is "proceeding in satisfactory fashion," Yates continued, pointing out that the company had 461 pre-'48 pictures available to TV as well as the 203 post-'48ers, which are of a higher budget category.

Elected at yesterday's meeting were the following directors: Victor M. Carter, a director of the California Bank, and controlling 98,737 shares of Republic common; Harry C. Mills, J. C. Penney Co., executive; John J. O'Connell, president of the plastics subsidiary; and Theodore R. Black, attorney.

Hummel Leaving WB Int'l.; Abeles Succeeds

Joseph S. Hummel, vice-president and Continental manager for Warner Bros. Pictures International Corp., has decided to leave the company because of ill health it was announced by Wolfe Cohen, president of Warner Bros. International. Arthur Abeles, managing director of the Warner Bros. interests in the United Kingdom will succeed Hummel in directing Warner operations in Europe and Africa and also will retain his present post in the United Kingdom. Abeles will determine whether to move his headquarters from London to Paris after studying the company's combined operation in Europe.

Cohen, who is now in Europe, accepted with regret the resignation of Hummel, who has made his headquarters in Paris.

Abeles began his career with Warner Bros. International in Brazil in 1936. His first managerial post was in Trinidad in the West Indies. Following several years in South American supervisory posts, he was transferred to London in 1947 and became managing director there.

Confer on 'Anne' Special Bookings

Exhibitors who have schedule bookings of George Stevens' "The Di ary of Anne Frank" within the nex three months are conferring with 20t Century-Fox executives this week o the special, road-show campaig "guide-book" which has been designe for each playdate of the CinemaScop attraction.

Initial use of the "guidebook" t the "Anne Frank" campaigns too place in New York and Los Angele where the Stevens production is cu rently playing to capacity busines Currently, in Boston, Miami and Chi cago, campaigns run according to th original design are under way.

Out-of-Towners Present

At the meetings at the 20th Cen tury-Fox home office yesterday, Georg Beatty and Ted Vanett participate representing the Goldman Theatre chain, whose Midtown Theatre i Philadelphia will showcase "Ann Frank" beginning May 23. In add tion Sam Bendheim, III representin Neighborhood Theatres, whose Willo Lawn Theatre in Richmond will pla "Diary" beginning May 27, met wit Fox representatives.

Representing 20th Century-Fo were vice-president Charles Einfel general sales manager Alex Harriso assistant general sales manager Marti Moskowitz, national exploitation d rector Rodney Bush, assistant exploit tion manager Eddie Solomon and A lantic District publicity and exploit tion representative Hal Marshall.

Other Meetings Slated

Similar meetings are scheduled th week and in succeeding weeks which times the campaigns for eac single playdate will be discussed i full and plans formulated. Among t topics under discussion will be me chandising tie-ins, opening perfor ances under charity auspices and sp cial ticket-selling plans.

'Anne' Benefit Set for Ghetto Fighters House

The National Committee for Lab Israel will benefit from the showi of "The Diary of Anne Frank," Ap 16, at the RKO Palace Theatre he at 8:30 P.M. Proceds of the aft will go toward the construction of t Anne Frank Wing in the Ghet Fighters House, a shrine and museu in Israel memorializing the six m lion Jews who died during the Na regime.

Mrs. Samuel LeFrak of Woodme L. I., and Mrs. Harry Copen of Gre Neck, L. I., are serving as co-cha men for the event.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Edit Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-Pr dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1



"The line that stretches to your box-office"



M-G-M HAS THE MOST HONORED FILM IN ACADEMY AWARD HISTORY!

Every M-G-M Branch is alerted to your print requirements! Plus special Oscar ads telling about the

9 ACADEMY AWARDS:

"BEST PICTURE OF THE YEAR"!

BEST DIRECTOR, SCREEN WRITER, SONG, CINEMATOGRAPHY COLOR, COSTUME, ART DIRECTION, FILM EDITING, MUSICAL SCORE.



"Congratulations to all!"

GiGi

M-G-M Presents AN ARTHUR FREED PRODUCTION Starring

LESLIE CARON · MAURICE CHEVALIER · LOUIS JOURDAN

HERMIONE GINGOLD · EVA GABOR · JACQUES BERGERAC · ISABEL JEANS

Screen Play and Lyrics by ALAN JAY LERNER · Music by FREDERICK LOEWE · Based on the Novel by COLETTE

Costumes, Scenery & Production Design by CECIL BEATON · In CinemaScope And METROCOLOR · Directed by VINCENTE MINNELLI

THE MAGIC CAMERA

brings brand **new** wonders to the thrilling story of

'tom thumb' and the thieves



tiny! but he outwits the crooks! escapes into space! dares danger! all in **COLOR!**

M-G-M presents A GEORGE PAL Production

starring

Russ Tamblyn · Alan Young · Terry-Thomas · Peter Sellers
Jessie Matthews · June Thorburn · Bernard Miles
and the Puppetoons with the voice of Stan Freberg
Screen Play by Ladislas Fodor · Based On a Story From the Pen
of the Brothers Grimm · Songs by Peggy Lee and Fred Spielman ·
Janice Torre · Kermit Goell · in Color · A Galaxy Picture
Directed by George Pal

YOU CAN BANK ON M-G-M

NOTE:
On these pages are extra ads in addition to those in press-book. Order mats direct from Advertising Dept., 1540 B'way, N.Y. 36

Ad No. 390—Actual mat size 3 cols. x 112 lines

ACADEMY AWARD WINNER FOR SPECIAL EFFECTS!



THE MAGIC CAMERA
brings brand **new** wonders to the thrilling story!



M-G-M presents A GEORGE PAL Production

'tom thumb' and the thieves

tiny! but he outwits the crooks! escapes into space! dares danger! all in **COLOR!**

starring
Russ Tamblyn · Alan Young · Terry-Thomas · Peter Sellers
Jessie Matthews · June Thorburn · Bernard Miles
and the Puppetoons with the voice of Stan Freberg
Screen Play by Ladislas Fodor · Based On a Story From the Pen of the Brothers Grimm · Songs by Peggy Lee and Fred Spielman · Janice Torre · Kermit Goell · In Color · A Galaxy Picture
Directed by George Pal

No. 290—Actual mat size 2 cols. x 100 lines

NEVER HAS SUCH A LITTLE STAR



He's only 5½ inches high!

WON SUCH A BIG WELCOME!

Suggests B-B

(*Continued from page* 1)

sociation of America on Monday declined to participate in the radio portion of the campaign only. M.P.A.A. expressed a desire for the campaign, but voted to match exhibition money only when funds could be raised to run the entire radio-newspaper-public relations-Academy Award participation program, as originally planned.

Stellings asked the advice of co-chairman Abe Montague, and committee members Harry Brandt, Sol A. Schwartz and Horace Adams on two points: What shall be done with the $165,000 raised by exhibition for the radio portion of the campaign? and, What can be done to salvage elements of the radio campaign and the newspaper ad roughs for industry use?

Some exhibitor leaders had expressed the hope that if the campaign did not materialize, the material prepared to date might be salvaged so that it could be made available to theatremen at cost to run state regional, or individual drives without production-distribution financial help.

Promises Decision Soon

Stellings' letter indicated that the executive committee's decision would be made known to all exhibitor contributors as soon as the results of the poll were received and tabulated.

Campaign ingredients that Stellings believes may be salvaged at reasonable cost and used to good advantage by exhibitors locally or regionally, are ad proofs prepared for the all-industry campaign, some of the prepared radio recordings of which masters may be available, mats and various publicity items. A new press book could be simply prepared, he believes, and made available to regional exhibitors interested in putting on their own business building campaign.

"Many good business building ideas were advanced for the industry campaign," one exhibitor official said, "and too much in time and money has been invested in it to abandon completely. Good use can and should be made of it."

aircraft: COMET 4!
(pure jet!)
flight: MONARCH
(de Luxe and First Class only)
frequency: NIGHTLY
(leaves New York at 9 p. m.)
destination: LONDON!
BOAC
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AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

DON'T bet that Buddy Deane doesn't wind up with his ABChannel daily "dance party" after all. Insiders are still quietly holding sked skull practise to find proper time. . . . Contemporaries found so many glaring faults in Monday's "Oscar Awards" telecast that we'll merely mention the few high spots. The wonderful opening duet by Kirk Douglas and Burt Lancaster, the "sound effects bit" by Peter Ustinov and the temendous Trendex of 57.8 signifying that 29,000,000 families were tuned in. . . . In the mid-thirties, a favorite radio series was "Court of Human Relations," which becomes a daily NBC-TVehicle, June 22, replacing "Haggis-Baggis" at 2:30-3:00 P.M. Program will feature as moderator its creator and producer, A. L. Alexander. . . . More than two years ago a novelty ditty, waxed on Cadence Records by the Four Tophatters and Archie Bleyer's Ork, accurately called the turn on the current collegiate craze. The tune, "45 Men in a Telephone Booth" is getting a terrific play by the deejay gentry and may very well "ring the bell." . . . Lillian de Gore, after 9 years association with Maggi McNellis and Ernie Kovacs, is now head of the Research Division at Endorsements, Inc. . . .

☆ ☆ ☆

With Bill Demarest as the star, supported by Stubby Kaye and lark Kay Armen, a new situation-NBComedy telefilm series, "Love and Marriage," will debut in the Fall, packaged by Louis F. Edelson and produced by P. J. Wolfson. Set in Tin Pan Alley, head scripter will be Mel Shavelson. . . . ABC has the answer to CBS' Jimmy Dean in 22-year-old George Hamilton IV, who like Dean, got his real start in Washington, D.C. (WMAL-TV). George's daily half-hour music program bows in over the ABChannels next Monday (12-12:30 P.M.) . . . Paul Anka, currently on the MGM lot for a featured role in "Girl's Town," will also clef a couple of songs for the flicker. . . . Steve Lawrence will guestrill on the "Garry Moore CBShow" April 21. . . . Timed with it being voted our Fiftieth State is the new Columbia Album, "Lovers' Luau," featuring Les Paul and Mary Ford and several beautiful Hawaiian standards including "Blue Hawaii," "Song of the Islands" and "Sweet Leilani."

Global 'Ben' Meetings Begin Here Today

The first of a series of globe-circling "Ben-Hur" conferences will be held in New York at the M-G-M home office this afternoon. Top executives of Loew's International will meet with studio and home office heads to discuss all phases of the "Ben-Hur" global promotion prior to the international group flying to Madrid for a "Ben-Hur" conference on April 12.

From Madrid, the international representatives will wing to Tokyo and then to Mexico City for similar meetings, at which "Ben-Hur" will be the chief topic. Participating in today's New York meeting will be Joseph R. Vogel, president; Sol C. Siegel, vice-president in charge of production at the M-G-M Studios; Clark Ramsay, studio advertising director; John P. Byrne, vice-president and general sales manager; Robert Mochrie and Burtus Bishop, assistant general sales manager; Morton Spring, president of Loew's International; Seymour Mayer, Dave Blum, Arthur Pincus, and Morris Frantz of the international publicity staff. The New York promotion staff will be represented by Dan Terrell, Oscar A. Doob, Si Seadler and Emery Austin.

Files Suit to Produce 'Anatomy' Play Version

Edward Specter Productions, Inc. yesterday filed suit in the Supreme Court of New York State to establish its right to present a Broadway production of the John Van Druten stage adaptation of "Anatomy of a Murder", the best-selling novel. The suit also seeks the issuance of an injunction against the production and distribution of a film version of the novel, presently being made by Otto Preminger.

The suit names as defendants the author of "Anatomy of a Murder," Judge John Donaldson Voelker, of Michigan; Preminger; Preminger's production company, Carlyle Productions, Inc.; Columbia Pictures which is to release the film; and St. Martin's Press Inc., publisher of the book.

The complaint alleges that in December of 1957, Judge Voelker executed a contract with the producing company and with the late John Van Druten authorizing a Broadway production of his novel, based on an adaptation for the stage to be written by Van Druten. It is further alleged that Van Druten wrote and delivered to the parties, before his death, a script of "Anatomy of a Murder", which Voelker found entirely to liking, and called "a remarkable jo Later, it is claimed, both Voelker his publisher, St. Martin's Press, pressed in writing their admission t Edward Specter Productions, Inc. legally entitled to produce the Druten play.

The complaint further charges t Voelker, under the inducement Preminger, subsequently denied Sp ter's right to produce the Van Dru play, but permitted film producti

20th-Fox, SPG Reach Contract Agreement

20th Century-Fox and the Scre Publicists Guild have reached agre ment on a new contract, the Gu announced yesterday, following ne tiations that lasted a month. Unc the terms of an agreement, as ra fied by the Guild membership, S senior publicists will receive a six cent across the board wage increa amounting to a minimum of $10 person for each senior and rangi upwards to $16. In addition, senior publicist minimum was rai from $140.50 to $155. "This ma the first step in our fight to reach p ity with the west coast publicists," spokesman for the Screen Publici Guild stated.

First Pact with Guild

With the ratifying of the agr ment, 20th became the first compa to settle with the Guild under terms of the wage-reopening cla in the current contract, subject negotiations which began in ea March. Warner Brothers, Colum and Universal-International are in negotiation with the Guild.

The SPG spokesman hailed agreement as "a fair and just set ment" and commended 20th C tury-Fox for its "awareness of the portant role its advertising publicity department personnel p in the functioning of the organi tion."

'Porgy' Date Is Set

Samuel Goldwyn's "Porgy Bess" will have its world premiere the Warner Theatre here on Wedn day evening, June 24, it was nounced by A. Montague, execut vice-president of Columbia Pictu which is distributing.

Special Trailer Marks UA 40th Anniversary

United Artists has produced a s cial Fortieth Anniversary trailer part of the year-long celebration co memorating the founding of the co pany on April 17, 1919. The six-m ute trailer features scenes from U roster of films set for release in 19 Produced in color and in black white, the trailer will be shown theatres and also to exhibitors, cuit heads and film buyers. Distril tion will be handled by Natio Screen Service.

D 'Gigi' Prints ady for Theatres

MGM has every available print of gi"—400 in all—ready for theatres oss the country to follow up the demy Awards. John P. Byrne, M's vice-president and general es manager, said over half the hts were committed for dates set ore the winning of the nine awards uding the best picture. The re- nder hinged on the winning of the ar Monday night.

yrne pointed out that many areas e not able to book "Gigi" before er the initial reserved seat and release policy. A widespread re- e for April was decided upon to italize on the unequalled impact he Academy Awards.

g Campaigns Slated Promote 'Happened'

romotion of Columbia's "It Hap- ed to Jane" will include the big- advance trade paper advertising paign in the company's history, as Rosenfield, Jr., executive in rge of advertising and publicity, ounced yesterday.

We believe that selling films to industry first is a basic principle nerchandising," the Columbia ex- tive stated.

latching the concentrated drive to ise enthusiasm within the indus- Rosenfield said, is a diversified notion program to sell the pic- as family entertainment to the lic. Of special interest is a seven- er package, the most complete offered to theatres.

mong the more important promo- s, he cited a personal appearance by Doris Day, who stars in the r comedy with Jack Lemmon and ie Kovacs; a cross-promotion with mbia Records; a giant radio paign; a special 16mm featurette television; and national merchan- ng tie-ins.

omberg, Davis Named Cont. Dist. Posts

heldon Tromberg and Stanton H. is have been appointed as district s representatives for Continental ributing, Inc., it was announced erday by Carl Peppercorn, vice- ident and general sales maanger. romberg, formerly associated h Republic Pictures and Rank n Distributors of America, will dle the Washington, D. C., Phil- lphia, Pittsburgh, Cincinnati and veland exchanges. Stanton, for- ly with RKO Radio Pictures and Rank Film Distributors of erica, will handle the Boston, v Haven, Albany and Buffalo ex- nges.

oel Golden and Ellis Gordon, who viously represented these terri- es, will make individual an- ncements on their new affiliations, was stated.

'Oscar' Show Gets Big Play; Critics Critical

Widespread coverage of the Academy Awards show was given by all New York City newspapers yesterday, including lengthy feature stories liberally illustrated with photos of the winners. Starting the story on page one and also using cuts out front were The Herald Tribune, The World Telegram and Sun, and The Journal American. Both The Daily News and The Post used cuts out front with references to full stories on inside pages.

Reaction of metropolitan television critics to the show itself, however, was not good. Most commended the technical facility and smoothness with which the program was run—up to the sudden ending 15 minutes ahead of time—as compared to previous years. But the content of the show was described as "dull" and "listless."

Typical were the comments of Harriet Van Horne in the Telegram. "Academy Award Night," she said, "went off with well-greased aplomb. The two-hour show had five masters of ceremonies, 10 cameras, a hundred top stars—and virtually no surprise, shock, gaiety or honest emotion. It was all rather stiff and proper, like a well-rehearsed church wedding." In the News, Kay Gardella described the program as a "listless affair relieved occasionally by a few comedy high spots and unending parade of beautiful stars decked out in stunning gowns."

'Too Smooth,' Says Williams

An explanation for the premature finale of the show was secured by Post critic Bob Williams from Alan Handley of the technical crew. "It was simply that everyone was so well rehearsed that the show ran too smoothly," Handley was quoted as saying. "It ran so smoothly that we just ran 'way ahead of ourselves."

The metropolitan press across the country featured the story of the Oscar winners as prominently as did the New York press. In addition to stories and pictures on Page One and in the regular news sections, additional coverage appeared in most amusement pages and in television-radio departments. The New York Times covered the fashions worn to the Pantages Theatre in a special article on its Woman's Page, in addition to regular coverage of the awards.

Several of the metropolitan A.M. papers in the East did not cover the telecast in their TV-radio pages yesterday morning, but do have comment scheduled for this morning. As a result, considerable publicity will carry over into the second day. In addition, virtually all metropolitan dailies gave liberal space to advance Awards stories on Monday.

Hollywood and the industry indeed reaped a publicity harvest, and there was little else of moment in the news to turn the public's attention away from Awards Night.

Trendex Says

(*Continued from page* 1)

estimated that 75 million people comprised its audience. With the program starting in the Eastern time zone at 10:30 P.M., on a school night, many juveniles were unable to watch it, thus reducing the number of viewers per home. Additional millions, however, heard the program on radio.

The Trendex rating, which covers about 20 of the nation's leading cities, was more than 10 points higher than the last previous high Academy Awards audience rating, that of 47.1 in 1955. The Trendex rating for last year's program was 44.7.

It was estimated that four out of every five tv sets in the U.S. were tuned to the program. Film and tape will carry it to additional millions around the world in the next few weeks.

TOA Foreign Directory

The sixth edition of its foreign film directory, listing 759 features from 65 distributors, was issued yesterday to its members by the Theatre Owners of America. In a foreword, TOA pointed out that the 759 features represent a gross gain of 132 pictures over the October 1958 edition of the semi-annual publication.

Campaign to Keep People Out of Theatres For Oscar Show Monday Night Succeeded

Early reports to circuit and distribution headquarters from widely scattered localities indicate that the industry's organized attempt to keep people out of theatres and at home before their television sets—if tuned to the Academy Awards program—Monday night, was a big success.

Noting that not only is Monday night the worst business night of the week normally, and that in addition there always is an attendance letdown after the Easter holiday (and Monday was the first day after that holiday), most offices willing to make an early estimate said business was off from 10 to 25 per cent from what might have been expected had it not been Oscar Night.

There were a few isolated instances of business being reported "surprisingly near normal," but these were limited to the East where the time differential permitted dyed-in-the-wool movie fans to attend a theatre and return home in time to tune in the Awards show. In the Far West and Midwest where the program came on at the peak theatre hours, exceptions were few and far between.

One Broadway first run with an attraction in the "hit" category, reported selling only 10 tickets after 9 P.M., Monday. "We were clobbered," a theatre official commented.

"HORRORS OF THE BLACK MUSEUM"
in HYPNO VISTA
CINEMASCOPE and Blood Curdling Color
American International PICTURES

FMPC Meet Opens In Philadelphia

Special to THE DAILY

PHILADELPHIA, April 7.—The officers of the Federation of Motion Picture Councils, Inc. gathered in executive session today at the Warwick Hotel here, to make the final preparation and arrangements for the annual conference which opens at 9:30 A.M. Wednesday morning.

The chairman of the conference is Mrs. Henry Simmons of the Philadelphia Council. In commenting on the program, Mrs. Simmons pointed out that the first day, Wednesday, will be given over to a study of councils and their operations within their respective communities. The Thursday's program has as its theme "A Look At Our Industry."

Three Screenings Slated

During the two-day session the Conference will screen United Artists' "A Hole in the Head," starring Frank Sinatra; Universal's "Imitation of Life," featuring Lana Turner and John Gavin; and the Cinerama feature, "South Seas Adventure."

"Imitation of Life" is based on the Fannie Hurst novel, and Miss Hurst will be a guest of honor at the banquet of the Federation on Thursday and will receive a special award.

'Beauty' Set for General Release July in 35mm

Buena Vista will place "Sleeping Beauty" into general release in July in 35mm Technirama as one of five films it will offer between that month and December, Irving H. Ludwig, president, told the opening session of a three-day company sales convention here yesterday.

In addition he announced that "The Big Fisherman" will be roadshown in 70mm in New York and Los Angeles in August.

Other pictures on the B.V. schedule, described as the highest for a six-month period in the company's history, are "Darby O'Gill and the Little People" opening in July; "Third Man on the Mountain," bowing in October; and "The Jungle Cat," to debut in December in New York and Los Angeles only.

The general release of "Sleeping Beauty," Ludwig said, was set to accommodate audiences all over the country during the school holiday and vacation season. Current engagements of the picture are in Technirama 70 only.

"The Big Fisherman" is to be launched in selected key theatres on a two-a-day reserved seat basis.

Editors Cite Winners

HOLLYWOOD, April 7. — The American Cinema Editors ninth annual dinner at the Beverly Hills Hotel on April 28 will honor the editors nominated for "Oscar" and "Emmy" awards.

REVIEW:

The World, the Flesh and the Devil

Siegel-HarBel—MGM—CinemaScope

AN UNUSUAL AND arresting film, "The World, the Flesh and the Devil" combines two themes that are currently big at the box office. One is a "horror" element with the time of the action a favorite one of science-fiction writers—the end of the world. The other is a romance with a racial angle.

Of the two elements the most intriguing, as well as the most successfully realized, is the first. Harry Belafonte portrays a workman trapped underground in a mine shaft for five days. Immediately Ranald MacDougall, who directed and wrote the screen play, creates a sense of terror and dread. The frightening predicament of the character is intensified by several details: his radio communication is cut off, the lights start to go, water threatens to flood the shaft, and the whole section caves in.

Belafonte escapes this horror, however, to encounter a much greater one. Eventually making his way above ground, alone and unaided, he finds the whole surrounding territory evacuated and no evidence as to what has happened except an old newspaper describing an atomic war. He is then faced with the terrible possibility that he may be the only man alive in the world.

This fear grows in the mind of the character as he makes his way to New York City and finds that vast metropolis completely deserted, too. It is an eerie and scarifying atmosphere that MacDougall builds up in these scenes with such images as one of the Lincoln Tunnel jammed to the edges with empty automobiles obviously left in frantic haste and shots of the streets of Manhattan devoid of any life or movement except for debris tossed about by the wind.

And Belafonte contributes vividly to the whole situation by reflecting naturally the reactions of a man caught in a fearsome nightmare. For almost half the picture he is the only character on the screen, and it is a tribute to him as well as the director that interest does not lag.

THE SECOND HALF of the film is less interest-sustaining, but it makes a strong, ironic point about racial prejudice. In it the hero suddenly discovers a lovely woman, played by Inger Stevens, who also had escaped the holocaust. They are attracted to each other, and she encourages him to make love to her. But he retains his own prejudices about color and finds he cannot overcome them even under the extraordinary circumstances.

Then abruptly the romance becomes a triangle with the entrance of another survivor, played by Mel Ferrer. Also becoming enamoured of Miss Stevens, he challenges Belafonte to a duel, and they stalk each other with guns through the deserted Manhattan streets. This conflict is dubbed "World War Four."

At the end the two men throw down their weapons before any one is hurt and the three characters walk away hand in hand to face an uncertain future.

This three-character melodrama has been strikingly photographed in black-and-white CinemaScope, and it was made under great technical difficulties that can be used in exploiting it to the public. Many will wonder, for instance, how that shot of a deserted Times Square was achieved.

George Englund produced this Sol C. Siegel Production made in collaboration with HarBel Productions, Belafonte's own company.

Running time, 95 minutes. General classification. Release, in May.

RICHARD GERTNER

Mrs. J. Laura King

PITTSBURGH, April 7. — Mrs. Laura King, wife of the late Herman King, and mother of Mrs. Ben Joel of Loew's Theatre, New York, died today at Montefiore Hospital here. Mrs. King was 83 years of age. Other survivors include two sons, Armond King of Skokie, Ill.; Gilbert King of Miami, Fla., and two daughters, Mrs. Abe Neaman and Mrs. Harry Zahn of Pittsburgh, eight grandchildren, and nine great-grandchildren.

No Tax Relief

(*Continued from page* 1)

bolstered only last week with publication of the Treasury's revenue and expenditure accounts for the financial year just ended and of the Government's Economic Survey for the present year.

The first disclosed a large surplus of national revenue over expenditure and the latter described the economy as "much stronger than in previous years."

'Herald' Meet

(*Continued from page* 1)

"Last Train from Gun Hill" tonig

Tomorrow the conference delega will see three films: Warner Br "The Young Philadelphians"; Uni Artists' "Shake Hands with the D il"; and Universal's "This Earth Mine." David Lipton, vice-preside of Universal, will be on hand for screening and discussion of that co pany's film.

Pictures scheduled for Friday clude MGM's "For the First Tim and 20th Century-Fox's "The Son Robin Hood."

The complete program for HERALD merchandising conferen follows:

TODAY

10:00 A.M. "It Happened to Jan Columbia Screening Room, 5th Avenue.

12:00 Noon Discussion on "It H pened to Jane."

1:15 P.M. Lunch at Gotham Ho 5th Avenue and 55th Street.

2:15-5:15 P.M. Round Table I cussion on general advertising promotion problems, Hotel G am.

5:30 P.M. Cocktails followed by

6:00 P.M. Dinner, Toots Sh West 51st Street.

7:30 P.M. "Last Train from Hill," Paramount, Music Screening Rooom, 8th Floor.

9:45-10:45 P.M. Discussion, "L Train from Gun Hill."

THURSDAY

9:30 A.M. "The Young Philadel ans," Warner Bros. Screen Room, 666 5th Avenue.

11:30 A.M. Discussion, "The Yo Philadelphians."

12:45 P.M. Lunch, Al & Dicks, W 54th Street.

2:30 P.M. "Shake Hands with Devil," United Artists Screen Room, 729 7th Avenue.

4:30 P.M. Discussion, "Shake Ha with the Devil."

6:15 P.M. Universal Buffet Sup 8th Floor Board Room, 445 Avenue.

7:30 P.M. "This Earth Is Mine," versal Screening Room, follo by discussion period.

FRIDAY

9:30 A.M. Inspection tour of newly remodeled Loew's S Broadway and 45th Street.

10:00 A.M. "For the First Ti M-G-M Screening Room, Broadway, followed by one- discussion.

1:00 P.M. Lunch, Astor H Broadway and 44th Street, Co Hall, 8th Floor.

2:30 P.M. "The Son of Robin Ho 20th Century-Fox Screening R 444 West 56th Street, followe discussion period.

6:00 P.M. End of Conference.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 85, NO. 67 NEW YORK, U.S.A., THURSDAY, APRIL 9, 1959 TEN CENTS

Improved Public Relations Called Need of Industry

'Herald' Round Table Conclave Session Cites Need for Central News Agency; Probes Ad Problems, Censorship

For Columbia's "Jane" Conference See page 7.
List of Exhibitors Attending Meeting on page 8.

By WARREN G. HARRIS

Exhibitor and distributor representatives attending yesterday afternoon's **Motion Picture Herald** Round Table discussion at the Gotham Hotel here were in general agreement that the industry isn't doing enough for itself in the field of public relations. They also touched upon a number of other subjects imperative to the success of pre-selling motion pictures, especially through the use of newspaper and radio and TV advertising.

The Round Table conference followed a morning screening at Columbia Pictures' home office of "It Happened to Jane." In a brief speech of welcome to the exhibitors preceding the film, Martin Quigley, Jr. said **Motion Picture Herald** was sponsoring the merchandising forums so that it could help in the industry's major

(*Continued on page 7*)

Program for Today's Merchandising Meets

The program of The Herald merchandising conferences for today is as follows:

9:30 A.M. "The Young Philadelphians," Warner Bros. Screening Room, 666 5th Avenue.

11:30 A.M. Discussion, "The Young Philadelphians."

12:45 P.M. Lunch, Al & Dicks, West 54th Street.

2:30 P.M. "Shake Hands with the Devil" United Artists Screening Room, 729 7th Avenue.

4:30 P.M. Discussion, "Shake Hands with the Devil."

6:15 P.M. Universal Buffet Supper, 8th Floor Board Room, 445 Park Avenue.

7:30 P.M. "This Earth Is Mine," Universal Screening Room, followed by discussion period.

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The campaign and discussion on Paramount's "Last Train from Gun Hill" which was screened last night, and on Warners' "The Young Philadelphians" which is to be screened this morning, will be reported in tomorrow's Motion Picture Daily.

Krim Receives Award Of Merit from Israel

Arthur B. Krim, president of United Artists, was presented with the Award of Merit of the American-Israel Chamber of Commerce and Industry at the group's sixth annual dinner at the Biltmore Hotel last night.

Krim, dinner guest of honor, accepted the award in behalf of the motion picture industry for its enthusiastic participation in Israel's eco-

(*Continued on page 2*)

Will File Bill Today Anent Wired Pay-TV

By J. A. OTTEN

WASHINGTON, April 8. — House Commerce Committee Chairman Harris (D., Ark.) today said he expects to introduce legislation tomorrow dealing with pay television through wire.

Harris would not discuss in advance just what his bill would do. Originally, he had proposed that all pay-TV be banned—both broadcast and wire —except for limited tests under control of the Federal Communications Commission.

One possibility would be that his bill would merely give the FCC clear jurisdiction over wire pay-TV, and

(*Continued on page 8*)



Ernest Emerling moderating Herald conference. At right, Henry Capogna.

ril 15

OA Sponsors ıdustry Meet n Projection

npanies, Organizations, ons Invited to Attend

e possibility of establishing an stry committee to promote bet- projection will be discussed next nesday at a luncheon at the Ho- stor here, of sound, service, car- union and trade association rep- tatives, called by the Theatre ers of America, George G. Kera- , president, disclosed yesterday. e meeting will be the result of s by TOA to provide training for re owners, operators, and man- ; to enable them to identify and diately correct inferior picture ntation. Need for the training sed on the recent survey of the

(*Continued on page 2*)

hibitors Should Back y-TV, Says Perlberg

By WARREN G. HARRIS

lieving that exhibitors are making rrible mistake" in opposing toll ision, producer William Perlberg in an interview here yesterday "I think they should be the first t franchises."

cording to Perlberg, exhibitors ld be more concerned about com- ion from free TV than about ething the public has to pay for." home screen, he continues, can e to be "an extension of the thea- creen" and can mean "that many extra seats for the exhibitor." e producer did not say that he ght definitely that pay TV would

(*Continued on page 8*)

I Will Co-Produce ecialty Films

By SAMUEL D. BERNS

OLLYWOOD, April 8.—Contil Distributing, Inc., distributors reign made films, including the t Academy Award winner, "My e," is preparing to reverse its y by co-producing, or co-financ-

(*Continued on page 8*)

PERSONAL MENTION

ROGER H. LEWIS, United Artists national director of advertising-publicity, will return to New York at the weekend from Hollywood.

•

ARTHUR FREED, producer of M-G-M's "Gigi," will arrive in New York today from the Coast. He will remain until the end of the week.

•

JACK BAUR, casting director for Walt Disney Productions, will arrive in New York today from Hollywood.

•

ROBERT TAYLOR will return to New York from London on Sunday via B.O.A.C.

•

WILLIAM NAFASH, staff projectionist at the Radio City Music Hall, will leave here in the near future for Moscow, where he will set up projection equipment in the American Pavilion for the International Trade Fair opening July 4.

•

WILLIAM RICHARDSON, president of Capital Releasing Corp., Atlanta, has returned there from Jacksonville.

•

CHARLES SIMPSON, vice-president of Capital Releasing Corp., and his son, JAMES, have arrived in Hollywood from Las Vegas.

Saturation Bookings Set For Columbia's "Land"

Columbia Pictures is giving C. V. Whitney's production, "The Young Land," a regional saturation booking in connection with the world premiere of the film in Cody, Wyoming, April 25. More than 160 dates have already been booked with the anticipation that 300 prints will be used in the opening engagements, it was announced yesterday by Rube Jackter, vice-president and general sales manager.

UFA Film Here Apr. 20

Bakros International Films will present the American premiere of the U.F.A. production, "Monpti," in Agfacolor, at the 72nd Street Playhouse here on April 20.



TOA Sponsors

(*Continued from page* 1)

Motion Picture Research Council, which found sub-par projection in 70 per cent of 700 theatres inspected during a two-year period.

Kerasotes said the representatives will discuss the feasibility of organizing on a non-commercial, non-profit basis, to make such training available without cost to the individual theatreman who wants it.

Invited to the luncheon are representatives of RCA Service Company, Altec Service, National Carbon, Lorraine Carbon, the International Alliance of Theatrical Stage Employees and Motion Picture Operators, Theatre Equipment Dealers Association, Theatre Equipment and Supply Manufacturers' Association, the Society of Motion Picture and Television Engineers, officers of TOA, and members of TOA's theatre equipment committee.

Kerasotes said informal discussions with Altec, RCA, National Carbon, Lorraine and the IATSE had indicated a desire to cooperate, and that the luncheon would explore how the project could best be activated.

Two Anti-Trust Suits Settled Out-of-Court

Special to THE DAILY

BOSTON, April 8. — Two anti-trust suits have been settled out of court for an undisclosed amount. Both cases were filed in April of 1955 in the U.S. District Court of Concord, New Hampshire, and both claimed $2,000,000 damages on three counts each. The first case is that of Miriam Z. LeWitt, operating the Strand Theatre, Plainville, Conn., and the second is that of Baruch S. LeWitt and Margaret L. Glackin, operating the Arch Street Theatre, New Britain, Conn.

In both suits the defendants were the eight major distributors and there were no defendant exhibitors. The complaints in both cases were the same, charging conspiracy to set up a system of runs and clearances against the plaintiffs and denying them adequate availabilities. The suits were filed in the state of New Hampshire for several reasons. One was due to the statute of limitations in effect at the time and another was to take advantage of a clearer docket due to the overcrowded condition of the Connecticut courts.

Big Tuesday for "Gigi"

The Sutton Theatre here, now showing M-G-M's "Gigi," had its biggest non-holiday Tuesday this week as lines formed all day and evening to view the Academy Award winner. Tuesday's gross of $3,017, the theatre reports, tripled the take of the previous day.

M.P. Councils Meeting Hears MPAA Officials

Special to THE DAILY

PHILADELPHIA, April 8. — The need for self-evaluation, for supporting the backing of the national Federation of Motion Picture Councils, and for the development of new councils was underlined by Margaret G. Twyman, director of the Motion Picture Ass'n. community relations department, in her keynote address to the opening session of the Federation's fifth annual convention at the Warwick Hotel here today.

Mrs. Dean Gray Edwards, Federation president, was in the chair.

A discussion of "Motion Picture Councils and the Community" by Taylor M. Mills, MPAA director of public relations, featured the luncheon meeting session. Following his talk, Mills conducted a symposium on Film Council management and operation.

Gordon White, MPA advertising code administration director, spoke on "Motion Picture Advertising and the Community" at the dinner session. "It is a plain and simple fact that customs, social views and ideas have undergone substantial changes since our Codes were written. We are, in fact, facing the paradox of more liberal public acceptance on one hand and demands for still tighter controls on the other," said White.

During the day Federation delegates visited the "Nickelodeon" Show at the Franklin Institute and later attended a screening of Universal's "Imitation of Life."

Krim Honored

(*Continued from page* 1)

nomic development during the past ten years. The presentation was made by Nathan Straus III, president of the American-Israel Chamber of Commerce. Some 600 film industry and trade leaders attended the dinner.

Accepting the award, Krim said that Israel was more than a customer for films. Its history as the land of the Bible and the recent rebirth of a nation have given the industry both inspiration and themes for many of Hollywood's productions.

Straus stated that the motion picture industry's role went beyond trade relations as such. He cited as examples of this harmony the many visits by celebrities and the industry's executives to Israel, location shooting in that country and the popularity of American movies in Israel.

H. E. Simcha Pratt, Israel's Consul General in New York, extended an invitation to the American business community to provide his country with the investment capital and technical knowledge to enable the new state to continue its growth and development.

More Than Coincidence?

Special to THE DAILY

WASHINGTON, April 8. — T planning organization and gene field support methods employed Compo's successful campaigns for duction of the Federal admissions were used in the successful campa for repeal of Oklahoma's anti-liq law, which culminated in this wee balloting in the state.

Robert W. Coyne, adviser Compo, and its former special co sel, now is president of the Distil Spirits Institute, with headquart here.

Warner Sales Meeting In Hollywood June 1

Warner Bros. will hold a "Cali nia Cavalcade" that will bring d sion and branch managers to Ho wood for the week of June 1 from the company's 38 exchange the United States and Canada, from various foreign branches.

The week's activities will coml sales campaign meetings on fo coming Warner Bros. releases wit celebration of the just-conclu "Welcome Back, Jack" sales driv honor of president Jack L. Warne

The climax of the "Califo Cavalcade" will be a dinner at w prizes will be awarded to the win of the "Welcome Back, Jack" d first global sales effort in Wa Bros. history.

Cinema Lodge Reins To Schwalberg Apr. 1

Alfred W. Schwalberg, fou and first president of Cinema Lo B'nai B'rith, will be inducted as coming president at a luncheon t held Friday, April 17, in the N Ballroom of the Hotel Astor, H. Levin, chairman of the Presid Luncheon Committee, has announ Joseph B. Rosen will be honore retiring president of the organiza

Harry Brandt will officiate at installation.

This year marks the 20th ann sary of Cinema Lodge. In tribut Schwalberg, all of the past p dents have agreed to act as hon chairmen for one year for each o agencies that comprise the fabri B'nai B'rith activities.

Skouras to Host

Spyros P. Skouras, presiden 20th Century-Fox, will be host luncheon on Monday at his offi make plans for a dinner to be May 23 at the Astor Hotel on 75th birthday of Mrs. Franklin Roosevelt. The dinner will also the founding of the Eleanor R velt Institute for Cancer Researc

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News E Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copie

FOR '59-'60

PARAMOUNT

GIVES THE INDUSTRY ITS



QUALITY IN QUANTITY!

FOR
'59-'60
PARAMOUNT
GIVES
THE
INDUSTRY
ITS

"Q"

Paramount Pictures

QUALITY IN QUANTITY!

COMPLETED

TEMPEST

Dino DeLaurentiis Production.
Van Heflin, Silvana Mangano,
Vivaca Lindfors, Geoffrey Horne.
Technicolor® Technirama®

COMPLETED

THUNDER IN THE SUN

Seven Arts Production.
Susan Hayward, Jeff Chandler,
Jacques Bergerac. Technicolor®

COMPLETED

DON'T GIVE UP THE SHIP

A Hal Wallis Production.
Jerry Lewis, Dina Merrill,
Mickey Shaughnessy, Robert Middleton

COMPLETED

THE MAN WHO COULD CHEAT DEATH

Hammer Production.
Anton Diffring, Hazel Court,
Christopher Lee. Technicolor®

SHOOTING

ONE-EYED JACKS

Pennebaker Production.
Marlon Brando, Karl Malden,
Pina Pellicer, Katy Jurado.
Technicolor® VistaVision®

SHOOTING

HELLER WITH A GUN

Ponti-Girosi Production.
Sophia Loren, Anthony Quinn,
Margaret O'Brien, Steve Forrest.
Technicolor®

IN PREPARATION

VISIT TO A SMALL PLANET

Hal Wallis Production.
Jerry Lewis.

IN PREPARATION

NO BAIL FOR THE JUDGE

Alfred Hitchcock Production.
Audrey Hepburn. Technicolor®
VistaVision®

BIG BUDGETS, BIG STARS, BIG PROPERTIES



....SUPPORTED BY BIG MERCHANDISING!

AND IN ADDITION
PARAMOUNT
WILL CONTINUE TO GIVE THE INDUSTRY ITS



GUARANTEEING QUALITY IN QUANTITY WITH THESE MILLION-PLUS PROPERTIES... ALREADY WELL ALONG IN PREPARATION!

BREAKFAST AT TIFFANY'S . . . . . Jurow-Shepherd Production.

THE COUNTERFEIT TRAITOR . . . . . Perlberg-Seaton Production.

THE FATAL JOURNEY . . . . . Perlberg-Seaton Production.

THE WORLD OF SUZIE WONG . . . . . A Seven Arts Production.

SUMMER AND SMOKE . . . . . A Hal Wallis Production.

THE PLEASURE OF HIS COMPANY . . . . Perlberg-Seaton Production.

THE MOUNTAIN IS YOUNG . . . . . Technicolor® VistaVision®

PRINTED IN U.S.A.

OTION PICTURE HERALD MERCHANDISING CONFERENCES

Jane' Campaign to Stress Entertainment for Family'

By RICHARD GERTNER

ans for a large-scale promotional campaign to sell "It Happened to Jane" "entertainment for the entire family" were outlined yesterday by mem- of Columbia Pictures' advertising-publicity staff at the first session of current merchandising confer- being sponsored by **Motion Pic- Herald** in conjunction with the r film companies. Presentation of promotional plans was made fol- g a screening of the picture.

tting the stage for explanation of details of the campaign Jonas nfield, Jr., executive in charge of rtising and publicity, told the erence that the day of "casual" g is past. The basic ingredient ccessful merchandising is enthu- h, he added, and that "flows from dence in and knowledge of the uct you have to sell."

r that reason, Rosenfield de- d, Columbia welcomes **Motion re Herald's** idea for merchandis- orums as a "progressive and in- ent step" which gives the dis- tor the opportunity to supply the itor with vital information about ng films that he can put to work.

Work Together,' Says Jackter

his necessity for cooperation be- n the elements of the industry also emphasized by Rube Jackter, president and general sales man- "We must work together," he "to arouse the interest of the ic in our films."

lumbia recently proved again the rtance of merchandising to a pic- with its campaigns for "The nth Voyage of Sinbad" and get," Jackter observed. "Sinbad" d just have had "ordinary" suc- he contended if it had not been he elaborate and creative promo- l program that pre-sold it to the ic.

omising exhibitors the same type tensified selling for "Jane," Jack- escribed the favorable response to of the first phases of the cam- n for the new film. Sneak pre- views held in Texas and aimed at family audiences have sparked an enormous advance interest in the picture there, he declared.

Details of the "Jane" campaign were then spelled out by Robert S. Ferguson, director of advertising, publicity and exploitation. Four trailers were screened, including two "teasers" available free to exhibitors, the regular National Screen trailer, and a featurette for television which Columbia is syndicating all over the country as well as providing for local individual use.

Ferguson showed the exhibitors samples of the newspaper ads devised for the film and pointed out that the emphasis, as directed to the "family audience," was not only on the star personalities but on the subject matter as a comedy about "real people" in a small town background.

A cross promotion with Columbia Records and a merchandising tie-in with Revell H-O Trains were outlined by Richard Kahn, exploitation director.

In a spirited discussion on the campaign of the film following the presentation by the Columbia staff, exhibitors made a number of suggestions as to other ideas that might be undertaken.

These included an idea for a national contest in cooperation with the Boy Scouts of America (Doris Day plays a Den Mother in the film) and a stronger push for the "family audience" through use of family magazines. It was also urged that the picture be "endorsed" in special ads by the "best-known and happiest" family in the Hollywood colony.

Following the discussion Columbia was host to the exhibitors at a luncheon in the Hotel Gotham.



ert S. Ferguson, Columbia Pictures' director of advertising, publicity and oitation, explains one of the ads for "It Happened to Jane" at the Motion ure Herald Merchandising Conference yesterday.

Improved Public Relations Termed Need of Industry

(*Continued from page* 1)

goal—"securing the maximum revenue out of each film."

"This can only be done by teamwork," Quigley pointed out. "The companies supply the tools, and the exhibitors must put them to work."

The afternoon Round Table discussion was directed by Ernest Emerling, vice-president of Loew's Theatres. He had little trouble keeping the conversation rolling, for all attending were anxious to contribute.

News Agency Emphasized

It was emphatically stated that the industry is badly in need of a central news agency. The absence of such an operation was sorely felt by exhibitors during the recent Easter vacation period, they said, when theatre business was booming. The opinion yesterday was that news of this boom should have been reported in every newspaper in the country, in the manner that up-trends in other industries are hailed. Yet the contrary was true, except in specific cases where exhibitors went to their local papers and told them what was happening, it was pointed out.

When it was reported that Motion Picture Association president Eric Johnston did issue a statement last week on the increase in business, exhibitors stated that it was "an indictment" of the MPAA that the story didn't get wide coverage.

Al Floersheimer of Theatre Owners of America, suggested that the idea of having a central agency charged with sending out up-beat news items was a very good one, and said that the MPAA, the Council of Motion Picture Organizations and all exhibitor groups should take up the problem as soon as possible. Emerling said he felt that COMPO was best equipped to operate such an agency.

'Oscar' Show Criticized

There was some criticism of another public relations effort of the industry, the Academy Awards telecast. Emanuel Frisch, of the Randforce Amusement Corp., said the program carried no mention of up-coming product and no trailers, but should have. Frisch said this was "a terrific indictment of an industry which didn't do one thing to constructively sell itself." Sam Rinzler, also of Randforce, disagreed with his partner.

Just prior to this discussion on public relations, the subject of discussion had been exhibitor relations with local newspapers. Practically every exhibitor present nodded agreement that it takes "real persistence" in getting even reasonable coverage of motion picture news. Many distributors were criticized for not servicing newspapers with publicity and photographs on a par with their competitors in radio and television. Distributor representatives said they were aware of this problem and were doing their best to correct it.

There was apparent an eagerness among exhibitors for another important industry event along the lines of the Oscar awards. It was suggested, for example, that the annual awards of the New York Film Critics Circle be given greater national attention, perhaps with at least radio coverage. It was agreed, however, that the industry should not try to create some event that does not already exist.

TV 'Spots' Discussed

Many exhibitors yesterday were especially interested in the merits of ad media other than newspapers. A number of exhibitors were most enthusiastic about radio and TV spots, but admitted they usually had to be for "gimmick" or children's pictures. Many pictures, therefore, do not adapt themselves to spot commercials since not enough can be told about them in the alloted time. It was further pointed out that the success of radio and TV spots often depends as much on timing as technique.

The question of censorship both on the legislative level and by individual newspaper editors occupied the last portion of the round table discussion. Seymour Morris of the Schine Circuit, said that the question of newspapers rejecting ads was growing serious in all of his territories, and he warned distributors that "newspapers will reject more and more of our ads unless we do something about it."

Everett E. Seibel, of the Minnesota Amusement Co., said he thought many of today's ads were well beyond the bounds of decency and said "if you don't correct the condition yourself someone else—the newspapers or censors—will." He pointed out that unfortunately excesses by some distributors, particularly on foreign pictures, had created a chain of reaction which was now swinging toward censorship of even ordinarily decent advertising.

Ad Code Defended

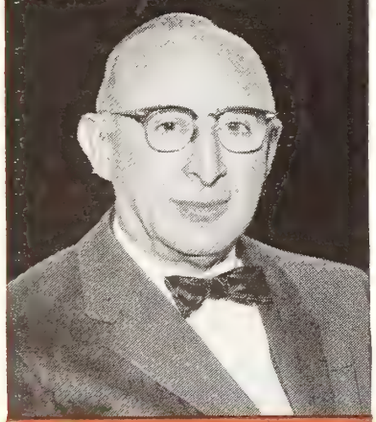
Several of the exhibitor and distributor representatives present took the stand that censorship in all forms must be fought at every level. But two general conclusions were reached: (1) the Advertising Code must be adhered to and (2) arbitrary rejection of advertising by newspaper editors must be fought within the limits of discretion.

Among the distributor representatives attending the conference yesterday were Burt Champion, Paramount; Sid Schaefer, Columbia; and Rodney Bush, 20th Century-Fox.

...IT...
..HAPPENED..
...TO...
..DAN...

Dan Finn,
Gen. Mgr.
Astor Thea., Boston

"Delighted with the preview reaction! There is no doubt that IT HAPPENED TO JANE is one of the top family comedies of this or any other year!"



"IT...
..HAPPENED..
...TO...
..JANE"

FROM COLUMBIA...

Exhibitors Attending 'M.P. Herald' Product Merchandising Conferences

PAUL BAISE, *Walter Reade Theatres.*
SAM BENDHEIM, III, *Neighborhood Theatres,* Richmond, Va.
LOU BROWN, *Loew's Theatres,* New Haven, Conn.
HENRY CAPOGNA, *Butterfield Circuit,* Detroit, Mich.
GERRY COLLINS, *Loew's Theatres,* Toronto, Canada.
KARL FASICK, *Loew's Theatres,* Boston, Mass.
CHARLES FELLEMAN, *Walter Reade Theatres.*
AL FLOERSHEIMER, *TOA.*
EMANUEL FRISCH, *Randforce Amusement Corp.*
HARRY GOLDBERG, *Stanley Warner Corp.*
EDGAR GOTH, *Stanley Warner Corp.*
LOU HART, zone manager, *Schine Circuit,* W. New York.
SAM HORWITZ, *Interboro Circuit.*
JACK HYNES, *Shea Theatres,* Youngstown, Ohio.
FRANK V. KING, *Shea Theatres.*
FREDERICK KUNKEL, *United Artists Theatres,* Pittsburgh, Pa.
GEORGE LANDERS, *Loew's Theatres,* Hartford, Conn.
RON LEONARD, *Odeon Theatres,* Toronto, Canada.
BLANCHE LIVINGSTON, *RKO Theatres.*
WILLARD MATTHEWS, *Comerford Theatres,* Scranton, Pa.
JACK MITCHELL, zone manager, *Schine Circuit,* E. & N. New York.
SEYMOUR MORRIS, *Schine Circuit,* Gloversville, N. Y.
M. R. RAPPAPORT, *R F Theatres,* Baltimore, Md.
CHARLES M. REAGAN, *Greater Indianapolis Amusement Co.*
SAMUEL RINZLER, *Randforce Amusement Corp.*
EVERETT E. SEIBEL, *Minnesota Amusement Company.*
ROBERT K. SHAPIRO, *Paramount Theatre.*
JAMES SHANAHAN, *Loew's Theatres.*
HARRY SLITER, *Schine Circuit,* Lexington, Ky.
RAY SMITH, *Shea Theatres.*
HENRY SPIEGEL, *ABC-Paramount Theatres.*
HARRY UNTERFORT, zone manager, *Schine Circuit,* Central New York.
LEE WILLIS, zone manager, *Schine Circuit,* Ohio.

New CDI Policy

(*Continued from page* 1)

ing American producers and then offering the films for sale or distribution to foreign distributors, it was announced today by Continental's chairman of the board, Walter Reade, Jr.

At a trade press luncheon conference in the Hollywood Brown Derby, Reade stated that the growing shortage of domestic product and successful experience in distributing "quality" films over the past seven years, opens the door for "specialty films" that have quality, but not necessarily in the million-dollar "blockbuster" class.

Will Open 10-12 Offices

Reade expects Continental will have 10 to 12 offices within a year to service producers' product in the U.S., with a policy of advance build-up through talent identified with films to effect greater box office potential.

Harry Thomas, Continental's West Coast manager, and Dean Hyskell, Fox West Coast public relations executive, were present to support statements made by Reade.

McWilliams for 'Hur'

Harry McWilliams, active in the exploitation of many films of the last five years, is joining the special "Ben - Hur" promotion staff at M-G-M, it was announced yesterday by Howard Strickling, vice-president in charge of advertising and publicity.

McWilliams will take up his new duties on Monday, after finishing his Academy Awards assignment with the Motion Picture Association.

Will File Bill Today

(*Continued from page* 1)

then let the wire pay-TV be governed by the same test conditions recently announced by the FCC for broadcast pay-TV. This would restrict tests to one area per system, and one system per area.

The FCC has argued it has no jurisdiction over wire systems, and its recent announcement of limited field tests applied only to broadcast systems and left wire systems free. When the House Commerce Committee endorsed this action some weeks ago, Harris said the wire problem would have to be handled separately later.

The joint committee on toll-TV has been pressing for Congressional hearings on the wire pay-TV subject. Presumably Harris would schedule early hearings on the wire bill he introduces tomorrow.

L. A. Papers Accept UA Ads for 'Maja'

From THE DAILY Bureau

LOS ANGELES, April 8. — The newspaper advertising blackout in Los Angeles of United Artists' "The Naked Maja," opening April 15 at 20 theatres and drive-ins, was finally broken today after three previous submissions of ads. The "Times" and the "Examiner" both accepted a 26-inch ad for their Sunday amusement pages.

Araki in AA Japan Post

Itsuo Araki, formerly general sales manager in Japan for M-G-M, has been named to the same post there with Allied Artists of Japan, Inc., which recently opened five new offices in the territory.

Perlberg Ask

(*Continued from page* 1)

be a success, but he does feel that should be given a fair test. He thi Congressmen Harris and Celler's TV bills "are unfair because they to limit the scope of toll TV exp ments in such a manner as not to g the tests a real chance." This, added, "is denying the public th freedom of choice."

If exhibitors don't get into pay Perlberg said, others will. "The TV companies won't care who t do business with." Perlberg thou that newspapers would be especi interested in obtaining franchises "a natural adjunct to their busine

Perlberg said ACE and other hibitor groups shouldn't be mak predictions about how pay TV erators will lose their shirts. "If going to break the promoters," said, "why don't the exhibitors them all go broke, if it's no goo For the record, Perlberg said he no stock or other interests in any TV company, but he thinks that TV "may turn out to be someth good for producers."

Differs with ACE

Additional criticism of ACE calling for increased production fired by Perlberg. In his opin "more pictures mean more catas phies." But he added that "I'll c tract for all the pictures exhibi want if they'll guarantee us a pro

Congratulations were extended Perlberg to Eugene Picker, presi of Loew's Theatres, for the remo ing of the State Theatre here. producer hopes the example will lot for theatres everywhere.

Theatre attendance might also helped, Perlberg suggested, by cut admission prices.

Perlberg is here for confere with Paramount Pictures, with w he and his partner George Se have a contract for 10 pictures, fiv which have been completed. The est, "But Not For Me," starring C Gable and Carroll Baker, will be leased "sometime between August October."

Walt Disney Prods. Bu 315-Acre Coast Ranc

From THE DAILY Bureau

HOLLYWOOD, April 8. — famous Old Golden Oak Rancho, toric site of the first recorded strike in California, has been bo by Walt Disney Productions as of the Disney entertainment do and permanent motion picture tion. The purchase price of the acre property was $300,000.

In addition to its planned us a location for Disney pictures, extensive buildings, stables, padd lush meadows and corrals will holding ranch for polo ponies thoroughbreds.

The first Disney production pany to use the location will be "Toby Tyler" unit, scheduled to scenes late in May.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

85, NO. 68 NEW YORK, U.S.A., FRIDAY, APRIL 10, 1959 TEN CENTS

ITORIAL

scar' Postscripts

By Sherwin Kane

NY exhibitors commenting on Monday's Academy Awards presentations feel strongly that the n's theatres can be more promly and effectively identified this top industry public relations without damage to the broadof the show, and with box office s that will be felt all along the and eventually back in Holly-

rtainly, the single reference in 105-minute program Monday to "your neighborhood theatre" ne of the several industry hes which made the show pos- was just about the minimum could be devised and still link ustomers' box offices with the 000 production.

ld commercials are neither ed nor permitted, but it does there is something to be said he exhibitor point of view and something more can be done it than has been done up to

other exhibitor observation is the show still runs longer than be and, therefore, would be imed from the audience viewpoint were to be held to one hour or, e most, 90 minutes.

this connection, the common estion is heard that presentations ll technical awards should be nated from the program. The c has no interest in them and, fore, they are a drag on the eedings. Proper recognition of the stry's technical and scientific ds winners, it is suggested, could iven at some separate industry ion, possibly before an audience ellow-craftsmen who understand, eciate and can pay proper re- s to the recognized scientific and nical contributors.

ne unscheduled early ending of day night's program serves as f positive that two hours are not ed for the Awards presentations

(*Continued on page* 18)

Program for Today's Merchandising Meets

The program of The Herald merchandising conferences for today is as follows:

9:30 A.M.—Inspection tour of the newly remodeled Loew's State, Broadway and 45th Street.

10:00 A.M. "For the First Time," M-G-M Screening Room, 1540 Broadway, followed by one-hour discussion.

1:00 P.M. Lunch, Astor Hotel, Broadway and 44th Street, College Hall, 8th Floor.

2:30 P.M. "The Son of Robin Hood," 20th Century-Fox Screening Room, 444 West 56th Street, followed by discussion period.

6:00 P.M. End of Conference.

The campaign and discussion on United Artists' "Shake Hands with the Devil," which was screened yesterday afternoon, and on Universal's "This Earth Is Mine," which was shown last night, will be reported in Monday's Motion Picture Daily.

No Producer Smarter Than Public: Goldwyn

Special to THE DAILY

PHILADELPHIA, April 9. — Any producer who starts out with only the thought in mind of making a box office success is usually foredoomed to failure. No producer is smarter than the public. So said Samuel Goldwyn today in a speech before the Federa-

(*Continued on page* 22)

Harris Toll-TV Bill Introduction Delayed

From THE DAILY Bureau

WASHINGTON, April 9. — House Commerce Committee Chairman Oren Harris (D., Ark.), who was expected to introduce today a bill on subscription television by wire, did not do so.

The House of Representatives unexpectedly adjourned yesterday until tomorrow, and bills cannot be introduced when the House is not in session. The bill will probably be introduced tomorrow, after the House convenes.

'Herald' Forum Finds Future Looks Good

Upcoming Product Arouses Optimism; Westerns, Stars Tours Are Discussed

There is still a good market for top-notch westerns properly sold, star tours are immensely helpful to a picture but they must be carefully planned and modernized, and product coming up for spring and summer release promises a happy year for the industry. Those are general conclusions from the first two days of the *Motion Picture Herald* merchandising conferences.

For Paramount's "Gun Hill" Conference see page 20.

For Warner Bros.' "Philadelphians" Conference see page 20.

List of Exhibitors Attending Meeting on page 21.

Yesterday the exhibitor guests viewed and discussed "The Young Philadelphians" at Warner Bros. in the morning. After luncheon at Al and Dick's they went to United Artists to view "Shake Hands with the Devil" and, after a buffet supper in the board room of Universal Pictures, they saw that company's "This Earth is Mine" and discussed Universal's campaign plans.

The discussion of the value of westerns followed the screening Wednesday night of Paramount's "Last Train from Gun Hill," Hal Wallis' latest production starring Kirk Douglas, Anthony Quinn, Carolyn Jones and Earl Holliman. Major point made by the theatre advertising people was that westerns, particularly on this scale and with the star and production values that this one has, can be sold if the public is told how much better they are than the continuing stream of far weaker stories and plots which are unreeled every night on television.

The star tour discussion followed the screening yesterday morning of Warners' "Young Philadelphians," a story of young moderns.

RKO Theatres Meeting Slated Here Tuesday

Managers of RKO Theatres throughout the New York metropolitan area, including Westchester, Newark, Trenton and New Brunswick, N.J., will attend a business meet- at the Hotel Warwick, Tuesday, Harry Mandel, vice-president of theatre operations, announced. Sol A. Schwartz, president of RKO Theatres, will greet the managers at the all-day session, which will be presided over by Mandel. Matthew Polon, chief film buyer for the RKO Circuit, will discuss future bookings.

Charles Horstman, theatre mainte-

(*Continued on page* 21)

Business Up 11% for Col. Int'l: Kastner

Columbia International president Lacy W. Kastner, who describes himself as "extremely optimistic" about the future outlook, said at a trade press conference here yesterday that the company's business for the fiscal year ending May 31 should be "about 11 per cent better" than the previous year.

Kastner said this increase will be recorded despite a substantial drop in Latin American revenues because of currency devaluations. He made it clear, however, that business in this

(*Continued on page* 21)

1958 Academy Awards Issue—Pages 4-18

PERSONAL MENTION

MORTON A. SPRING, president of Loew's International; MAURICE R. SILVERSTEIN, vice-president, and SEYMOUR R. MAYER, regional director for Latin America, the Middle East and the Far East, will leave New York over the weekend for Madrid, scene of the first of a series of world-wide "Ben-Hur" conferences.

•

JOSEPH M. SUGAR, Magna Theatre Corp. vice-president and general manager, and MARTIN J. SWEENY, Jr., in charge of distribution for "South Pacific," will leave here on Monday for Washington.

•

BERNARD M. KAMBER, Hecht-Hill-Lancaster advertising-publicity executive, has returned to New York from Durango, Mexico.

•

WILLIAM GOETZ, producer, is in San Francisco today from Hollywood.

•

JAMES V. FREW, Southeastern district manager for Continental Distributing, Inc., has left Atlanta for Florida.

•

JACK M. LEVIN, president of Certified Reports, has arrived in San Francisco from Los Angeles in the course of a Coast-to-Coast business trip.

•

EVANS SPROTT of the Bijou Theatre, Nashville, has returned there from New Orleans.

•

FRANK TASHLIN, producer-director, has arrived in New York from Hollywood.

•

H. P. VINSON, of the Sundown and Dan-Dee drive-ins, Columbia, Tenn., has returned there from St. Louis.

•

JOANNE WOODWARD, in private life MRS. PAUL NEWMAN, has given birth at Mt. Sinai Hospital here to a girl.

•

JACK RIGGS, of Riggs Booking Agency, Jacksonville, has returned there from Atlanta.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
AUDREY HEPBURN • ANTHONY PERKINS
In "GREEN MANSIONS"
Co-starring LEE J. COBB
SESSUE HAYAKAWA • HENRY SILVA
In METROCOLOR and CinemaScope
An M-G-M Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

Howco, Cohen Merge Distributing Firms

Special to THE DAILY

NEW ORLEANS, April 9. — Executive officers of Howco Pictures of Louisiana Inc., and Harold F. Cohen Enterprises, Inc. announced today the merger of the two independent distributing companies in the New Orleans film distribution area, which henceforth will be conducted as Howco Pictures of La., Inc. with Leo V. Seicshnaydre as president, Joy N. Houck, vice-president and Mrs. Sarah Brown Cohen, secretary-treasurer.

Effective Immediately

The consolidation became effective immediately with operations to be carried on in Howco's present quarters. The merger bore little effect on personnel with the exception of the managership of the former Cohen Enterprises, which was under Roy Nicaud, who resigned to associate himself with business outside of the industry.

LeRoy Acquires Rights To Unpublished Novel

From THE DAILY Bureau

HOLLYWOOD, April 9. — Producer-director Mervyn LeRoy has purchased the screen rights to a new novel, "Wake Me When It's Over," by Howard Singer, in advance of its national publication this month and announced he will film it as a future property under the aegis of his new independent company, Mervyn LeRoy Productions, Inc.

Reactivates on June 1

LeRoy, who is scheduled to activate his new company on June 1 in association with 20th Century-Fox, stressed his acquisition of the Singer novel was an independent transaction on his own and would not necessarily be made a part of his production slate at the Westwood studio.

Accept Luncheon Bid

Invitations to attend the luncheon next Monday to plan a dinner for the Eleanor Roosevelt Institute for Cancer Research, have been accepted by Joseph Vogel, president of Loew's Inc.; Oliver A. Unger, president of National Telefilm Associates; Sam Rosen, vice-president, Stanley-Warner Corp.; and Harry Brandt. Host at the luncheon will be Spyros P. Skouras, president of 20th Century-Fox, and the place will be the offices of Skouras.

WB Dividend 30¢

The board of directors of Warner Bros. at a special meeting yesterday declared a dividend of 30c. per share on the company's common stock, payable May 5, 1959, to stockholders of record April 20.

'Chatterley' Case Set For Hearing April 20

From THE DAILY Bureau

WASHINGTON, April 9. — The Supreme Court will hear argument in the censorship case of "Lady Chatterley's Lover" sometime in the week of April 20.

Court officials expect that the court will reach the case toward the end of the week. Parties to the case have ben given an hour each for argument. Kingsley International Pictures Corp., distributors of the film, brought the case to the court, asking for a review of a New York State Court of Appeals decision upholding a state board of regents ban against the picture.

Urge Extension of Work Compensation

From THE DAILY Bureau

WASHINGTON, April 9.—The Administration recommended that more small employers be covered under the unemployment compensation system, and that most employers pay more in taxes.

Labor Undersecretary James T. O'Connell told the House Ways and Means Committee the Administration favored extending the system to all employers of one or more workers. Right now, the system only covers employers with four or more workers.

Would Revise Unemployment Tax

O'Connell also urged that unemployment taxes be paid on the first $4,200 of workers' earnings each year, instead of the present $3,000. This would result in a higher tax payment in most states, though some states in good financial shape might cut the tax rates to offset the higher base.

Trans-Lux Directors Up for Re-Election

Election of 12 directors will be the principal business of stockholders of Trans-Lux Corp, at their annual meeting in their offices here on Thursday, April 30, according to a meeting notice sent out yesterday.

Except for one nominee, Melvin Starr, all up for re-election are presently members of the board. They include Chester Bland, Harry Brandt, Richard Brandt, Jay Emanuel, Allan Fromme, Percival E. Furber, Aquila Giles, Edison Rice, Jacob Starr, Melvin Starr, Ralph Weiner, and Milton C. Weisman.

In the annual financial report accompanying the meeting notice it was reported that the company had a net profit of $239,883 for 1958. This compares with $224,539 for the previous year.

Film Stock Activit Heavy, Says SE

From THE DAILY Bureau

WASHINGTON, April 9.—C. Alden, Jr., bought 50,000 shares Guild Films Co. common from issuer in January, and Gerald Di ler bought 10,000 shares in Febru according to a Securities and change Commission report. Th were their total holdings reported the commission.

The report, on trading by offic and directors in company stocks, c ered generally the period from F 11 to March 10. The report sho the sale in November, 1958, of 000 shares of Guild Films st owned by John J. Cole. The sale flected an inability to meet mar calls, the SEC reported.

Rhoden Sale Reported

A company controlled by El C. Rhoden sold its entire holding 9,650 shares of National Thea stock in February, according to report. Rhoden still held 26, shares in his own name and 7, shares through two other investm companies.

The report showed Louis A. vins had acquired in January 2, shares of Paramount Pictures C common exercising an option gra by Paramount to purchase 27 shares of captial stock of Internat al Telemeter Corp., which was changed for the 2,291 shares of P mount stock in the merger effec Jan. 3.

Columbia Shares Sold

A partnership in which Ch Schwartz is a member sold 1 shares of Columbia Pictures C common, dropping its holding 10,442 shares. James G. Riddell quired 1,000 shares of Amer Broadcasting - Paramount The common, for a total of 1,980. Rc Lehman sold 200 shares of 20th tury-Fox common, dropping his to 23,600 shares.

Associated Motion Picture In tries acquired 13,926 shares of public Pictures common in No ber, 1958, lifting its total to 349 shares.

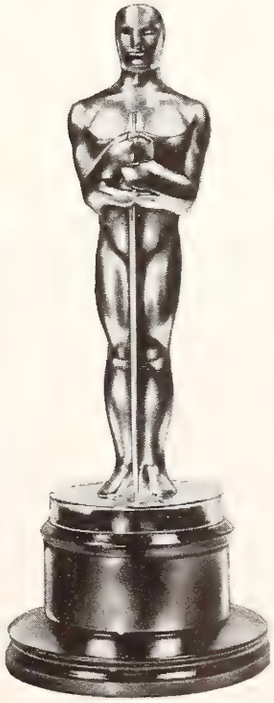
Haight Resigns from

The resignation of Eric H. H as vice-president and treasurer of tional Telefilm Associates, In.c, announced at the first board of d tors meeting held since control of tional Telefilm Associates was quired by National Theatres. H came to NTA in June, 1957. He continue with the company for eral months in order to assist in consolidation of NTA's financia fairs with those of NT.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News E Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies



UA
PROUDLY CONGRATULATES
DAVID NIVEN



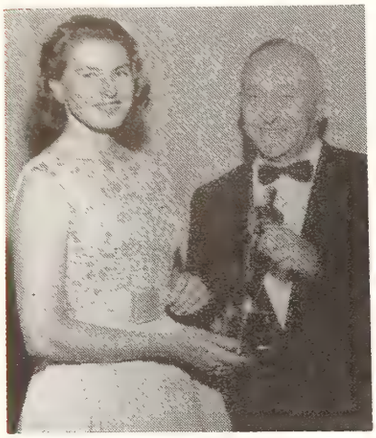
BEST ACTOR
For his Academy Award winning performance in
SEPARATE TABLES

THRU UA

40th *Anniversary*
1919-1959

Hollywood Applauds its Own While the Nation Watches

LADY Hollywood wore her finest jewels, her latest gown and her softest perfume Monday night for her personal appearance in the living rooms of 29,000,000 homes across the U.S. It was the biggest audience—and perhaps the most enthusiastic—ever. For the industry itself it was a triumph and, now that the applause has died down and the jewels and tiaras put away for another year, everyone agrees the Awards themselves were eminently fair. Here and on the following pages are some memories and some projections of that fabulous night.



Ingrid Bergman, applauded on her return to Hollywood, presents the Oscar for the best picture, "Gigi," to MGM's Arthur Freed, producer.



Vincente Minnelli, director of the award-winning "Gigi," receives his Oscar for direction from Millie Perkins, who has the title role in "The Diary of Anne Frank."



David Niven, winner of the best actor award for his performance in United Artists' "Separate Tables," produced by Clifton.



Susan Hayward, winner of the best actress award for her gripping performance in the United Artists —Figaro "I Want to Live."



Burl Ives, winner of the best supporting actor award for his portrayal in "The Big Country," UA-Anthony-Worldwide.



Wendy Hiller, unable to attend the presentations, was named best supporting actress for her role in "Separate Tables."

'58 'Oscar' Winners

BEST PICTURE

"Gigi," Arthur Freed Productions, Inc., Arthur Freed, producer M-G-M.

BEST PERFORMANCES

Actor—David Niven in "Separate Tables," Clifton Productions United Artists.

Actress—Susan Hayward in "I Want to Live!", Figaro, Inc., United Artists.

Supporting Actor—Burl Ives in "The Big Country," Anthony Worldwide Productions, United Artists.

Supporting Actress—Wendy Hiller in "Separate Tables," Clifton Productions, United Artists.

BEST DIRECTION

Vincente Minnelli, for "Gigi," M-G-M.

BEST WRITING

Screenplay—from Other Medium—Alan Jay Lerner, for "Gigi," M-G-M.

Story and Screenplay Original—Nathan E. Douglas and Harold Jacob Smith, for "The Defiant Ones," United Artists.

BEST ART DIRECTION

William A. Horning and Preston Ames, for "Gigi," M-G-M.
Set direction: Henry Grace and Keough Gleason.

BEST CINEMATOGRAPHY

Black and White—Sam Leavitt, for "The Defiant Ones," Stanley Kramer, United Artists.

Color—Joseph Ruttenberg, for "Gigi," Arthur Freed Production M-G-M.

BEST COSTUME DESIGN

Cecil Beaton, for "Gigi," Arthur Freed Productions, M-G-M.

BEST FILM EDITING

Adrienne Fazan, for "Gigi," Arthur Freed Productions, M-G-M.

BEST SOUND RECORDING

"South Pacific," Todd-AO Sound Department, Fred Hynes, directo

BEST MUSICAL ACHIEVEMENTS

Most Effective Musical Scoring—Andre Previn, for "Gigi," M-G-M

Song—Frederick Loewe for the music, and Alan Jay Lerner fo the lyrics of "Gigi," from "Gigi," M-G-M.

Most Effective Drama or Comedy Scoring—Dimitri Tiomkin, fo "The Old Man and the Sea," Warner Bros.

BEST SHORT SUBJECTS

Cartoon—"Knighty Knight Bugs," Warner Brothers, John Burto producer.

Live Action Subject—"Grand Canyon," Walt Disney Production Buena Vista, Walt Disney, producer.

BEST SPECIAL EFFECTS

"tom thumb," Galaxy Pictures, M-G-M, Tom Howard.

BEST DOCUMENTARY

Feature—"White Wilderness," Walt Disney Productions, Buen Vista.

Short Subject—"Ama Girls," Walt Disney Productions, Buena Vist

BEST FOREIGN FILM

"My Uncle," Specta-Gray-Alter Films in association with Films d Centaure (France). U.S. release by Continental Distributors.

SPECIAL AWARDS

Irving G. Thalberg Memorial Award to: Jack L. Warner.
Honorary Award to: Maurice Chevalier.

(TECHNICAL AWARDS ON PAGE 18)

THRU
UA

Congratulations

TO THOSE WHOSE
ACHIEVEMENTS ARE
HONORED BY
ACADEMY AWARDS



est Supporting Actress

WENDY HILLER

SEPARATE TABLES





Best Supporting Actor

BURL IVES

THE BIG COUNTRY



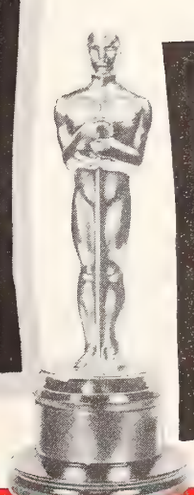




Best Original Story and Screenplay

NATHAN E. DOUGLAS and HAROLD JACOB SMITH

THE DEFIANT ONES



Best Cinematography — Black and White

SAM LEAVITT

THE DEFIANT ONES

THE INDUSTRY'S BIG SHOW

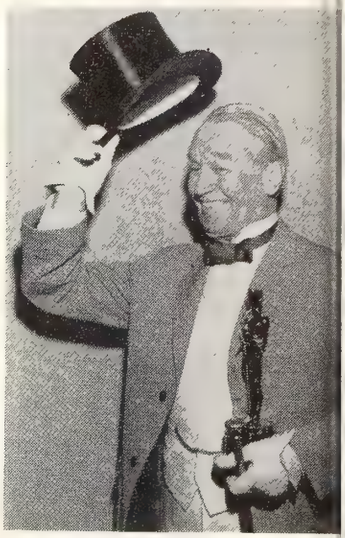
★ Picturing Academy Award Presentations of 195



Jack L. Warner, president of Warner Bros. receives the Irving G. Thalberg Memorial Award for consistently high level production, from Buddy Adler.



On stage, the winners, the stars who made the presentations, the stars of the show, the orchestra and the audience at the finish of the two hour show in the RKO Pantages theatre.



Maurice Chevalier, the debonair, ceives an Honorary Award for long and successful career in the tertainment field.



Joseph Ruttenberg receives his Oscar for the best achievement in cinematography, color, for his work on the Award laden "Gigi."



Vincent Price, second from left, presents the Oscars to Henry Grace, left, and Keogh Gleason for the set decoration on "Gigi," honored as best picture of the year, and to Preston Ames, right, for the art direction on the same picture.

Dimitri Tiomkin, right, with the Oscar for best musical scoring of a dramatic picture, "The Old Man and the Sea."

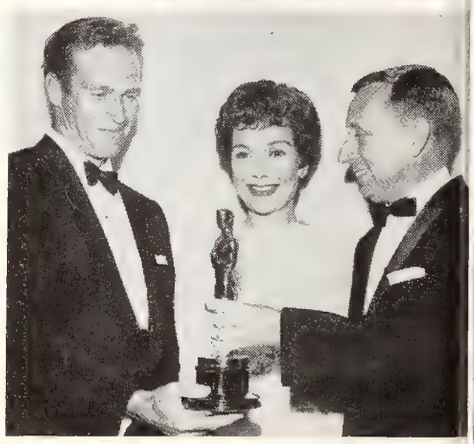




John W. Burton, left, producer of Warners' "Knighty Knight Bugs," award-winning cartoon, receives his Oscar from John Algar, right.



Andre Previn receives "Gigi's" Oscar for the best scoring of a musical picture. Presenting the coveted statuette to him are smiling June Allyson and Dick Powell.



Fred Hynes, above right, receives the Oscar achievement in sound recording. He is sou director for Todd AO. Presenting it are Charlt Heston, left, and Jane Wyman.

My Sincere Appreciation to All



ARTHUR FREED

Best Picture

"GIGI"

ARTHUR FREED PRODS.—MGM

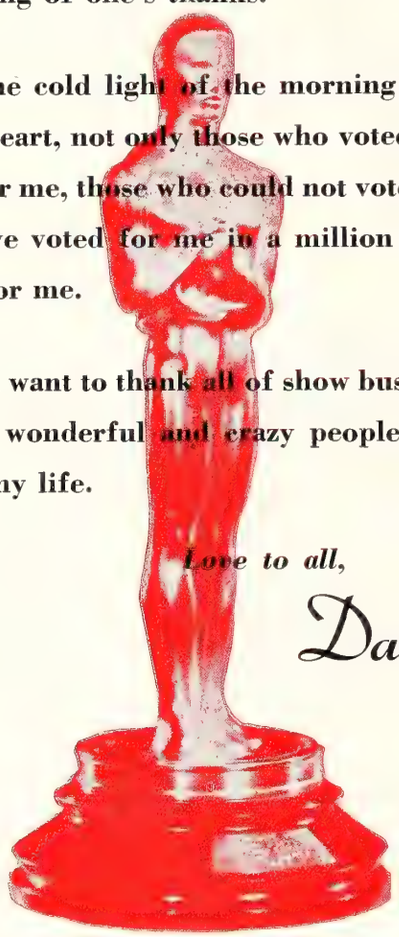
In the full glare and under the stress of "Oscar Night" (if one is lucky enough to be a winner), it is almost impossible not to be corny in the wording of one's thanks.

May I now, in the cold light of the morning after, thank from the bottom of my heart, not only those who voted for me, but those who did not vote for me, those who could not vote for me, and those who would not have voted for me in a million years even if they could have voted for me.

In other words, I want to thank all of show business where, in the midst of the most wonderful and crazy people, I have spent the happiest years of my life.

Love to all,

David Niven



Best Performance By An Actor

"SEPARATE TABLES"

Hecht-Hill-Lancaster - United Artists

Thank You



SUSAN HAYWARD

Best Performance By An Actress

"I WANT TO LIVE"

FIGARO-UNITED ARTISTS

Gratefully . . .



BURL IVES

Best Performance By A Supporting Actor

"THE BIG COUNTRY"

ANTHONY-WORLDWIDE—UNITED ARTISTS

PRESS TENT ADDS THREE RING CIRCUS ATMOSPHERE

By SAMUEL D. BERNS

Hollywood, April 9

ADEMY CIRCUS: At least that's the way it appeared to many members of ress who were huddled together under a big tent adjoining the Pantages re, scene of the biggest "free show" of the year.

was a kind of three-ring circus. h the winners made their way the stage, clasping their shiny ettes like proud parents of their orn, they were guided through a s passageway on to a platform e they were greeted by flash from a hundred photographers ing directions for the kind of res they wanted.

ig Daddy" Burl Ives, who ved his "Oscar" for Best Sup- ng Actor in UA's "The Big try," and deserved an award is performance in "Cat on a Hot Roof" as well, was the first beam- mile to capture the lensmen. The dure was then followed by all e other winners.

s then made his way to the sec- ring in the tent, where he posed the newsreels and was inter- ed by domestic and foreign press sentatives clamoring for reac- from the actor. What can a guy at a time like this? Naturally, word that poured forth was one of gratitude and relief from the tension of knowing the results of his particular category.

Before leaving the tent, Ives had to pass through the third ring for taped interviews with correspondents representing world-wide coverage by radio. And brother, when you've passed throught that ring you know you've been interviewed, flash-bulbed, and pushed into ad libs that will have you begging for a double on the rocks.

•

John Wayne and Bill Holden, two of Fame's "Top Ten Money Making Stars," started the action in the ttent by introducing the work room to the television viewers for the opening gun of the show. Bill Holden left immediately thereafter with a tinge of bursitis in his arm. Bill doesn't know about making any more films this year, while waiting for the outcome of contractual litigation but he'll start campaigning for UA's "Horse Soldiers" in Europe this May. Picture will have simultaneous premieres at home and abroad.

•

Monitors were busy all over the place offering glimpses of the stage proceedings to the press boys, but the real drama of the event was in the faces of the winners as they subjected themselves to final interviews by the "ring masters."

Chevalier, in his costume for the song he delivered so charmingly, "Thank Heaven for Little Girls," stole the hearts and amazement of everyone that tossed a question at him. He was Mr. Charm himself, and was genuinely surprised by the special honorary award he received for his contribution to the motion picture industry.

•

Susan Hayward doesn't have to "Cry Tomorrow" this year. "I Want to Live" was certainly a symbolic title of her perseverance in attaining this year's Best Actress Award. Susie has been a "bridemaid" in similar ceremonies, but this time, and deservedly so, she emerged as the "bride."

David Niven had one line for everybody that asked him "how does it feel." He was so emotionally affected that all he could say is "wonderful, just wonderful."

Vincente Minnelli and Arthur Freed, director and producer of "Gigi," were inseparable in their greetings to the press and displayed an aura of teamwork that resulted in the year's best picture. Minnelli and Freed were a cinch choice, as evidenced by earlier recognition from their respective guilds in a prelude to the final choice by the Academy.

•

Dimitri Tiomkin wound up with laryngitis before he finished with his last interview on his achievement for the Best Music Score of a Dramatic or Comedy Picture with "The Old Man and the Sea."

Adrienne Fazan retained her top rating and a credit to her sex for her enviable achievement in Best Film Editing for "Gigi."

•

It cost the Academy $22,000 for that unused but contracted for final 15 minutes. The NBC Network, naturally, assumed no responsibility for the portion of the time not used. Actually, some numbers had been eliminated from the show beforehand for fear that it would run overtime, and with Ingrid Bergman making the final and most important award—that for Best Picture—last, those in charge didn't want to gamble on that not getting on the air. Allan Handley, producer and director of the show for NBC-TV, accepted full responsibility for the decision that saw the show finished ahead of schedule.

Great Portrayals That Won Academy Awards



WANT TO LIVE"

an Hayward, who had been nominat- as Best Actress four times in the past, the award for her superb portrayal a woman condemned to die for mur- in the California gas chamber. A ted Artists release, "I Want to Live" produced by Walter Wanger and ected by Robert Wise.



"SEPARATE TABLES"

Scottish-born David Niven received his "Oscar" for his poignant portrayal of a bogus British major in "Separate Tables." His was an outstanding performance in a picture noted for several others from top acting talent. Adapted from the play by Terence Rattigan, the film was produced by Harold Hecht and directed by Delbert Mann.



"THE BIG COUNTRY"

Burl Ives won the 1958 Academy Award for Best Supporting Actor for his vigorous and prepossessing acting in "The Big Country," an Anthony-Worldwide production for United Artists release. Ives portrayed the head of one of the feuding families in this story of the Old West.

My Deep Gratitude



VINCENTE MINNELLI

Best Direction

''GIGI''

ARTHUR FREED-MGM

Our Sincere Thanks

ALAN JAY LERNER

FREDERICK LOEWE



and

Best Screenplay

''GIGI''

ARTHUR FREED-MGM

ATTENTION ALL FILM DISTRIBUTORS



1957
"AROUND THE WORLD IN 80 DAYS"



1958
"THE BRIDGE ON THE RIVER KWAI"



1959
"GIGI"



1960

Reserve Your Oscar with a SACK BOOKING!

PICTURES BOOKED AT THE

SACK THEATRES

1ST—RUN BOSTON!

SUBSEQUENTLY HAVE WON THE "OSCAR"

3 YEARS IN A ROW!

IN BOSTON **GO** WITH THE SACK THEATRES *SCAR*

"THE CHAMPION" for 3 CONSECUTIVE YEARS!

W. J. GERMAN, INC.

AGENT

For the Sale and Distribution

of

EASTMAN PROFESSIONAL MOTION PICTURE FILMS



Congratulates all of the

ACADEMY AWARD WINNERS

FORT LEE, N. J. CHICAGO, ILL. HOLLYWOOD, CALIF.

THE BIG ONES...

are in LIFE

MGM's GIGI

1958 ACADEMY AWARD WINNER OF NINE OSCARS



In LIFE's April 28, 1958 issue and "Advertised-in-LIFE" June 23rd.

LIFE THE BIG ONE IN MOVIE SELLING

Thank You Very Much

ADRIENNE FAZAN

Best Achievement In Film Editing

"GIGI"



My Sincere Thanks

To All Members of the Academy

DIMITRI TIOMKIN

Best Music Score of a Dramatic or Comedy Picture

"THE OLD MAN AND THE SEA"

uffalo News Hails Talented Industry'

Special to THE DAILY

FFALO, April 9. — In its lead-litorial the day after the Acad- Awards the Buffalo Evening said:

nother Academy Awards show me and gone in Hollywood, re- with all the familiar ingre- of glamour, corn, bad jokes, al drama and self-adulation by otion picture industry. The won- nd glory of it all is that, more than not, these flamboyant pro- ngs do somehow succeed in their sed objection of selecting and ing the best of Hollywood

it was, many moviegoers and will agree, with the 31st parade e Oscars Monday night. Susan ard and David Niven, acclaimed performers of 1958, and Burl and Wendy Hiller, singled out g supporting players, would grace any roster of theatrical ence. In the same vein the films recognition, headed by "Gigi," deed among the better examples e cinematic art.

is altogether easy to be cynical Hollywood and its legendary s and excesses. Yet the fact re- that the 'industry' is, among things, a collection of vast num- f truly talented and hard-work- en and women."

Virginia Newspaper Editorial Cites Awards as Sign of Optimism

Edward Purcell III, manager of the Stanley Warner Virginia theatre, Harrisonburg, Va., has reported on the excellent editorial concerning the Academy Awards which appeared in the Harrisonburg Daily News-Record. Mr. Purcell points out that the newspaper has an audited circulation of 16,500.

The editorial stems from an approach made by the paper's new general manager recently, to Mr. Purcell, indicating his desire to do something for the theatre operation. Mr. Purcell called his attention to the impending Academy Awards presentations and telecast, and the editorial appeared the morning of the event. The editorial cited the expected "demise" of the motion picture several years ago, and pointed out that one medium seldom replaces another.

The editorial went on to cite rising box office receipts and the drawing power of the community theatre over the home television screen.

Mixed Reaction Noted By Newspaper Critics

Opinions of newspaper television critics of the Academy Awards telecast, as of most other programs, were mixed. Critics and columnists reactions ranged from favorable to flat "thumbs down."

Quotes from several of the New York newspaper reviews were published in MOTION PICTURE DAILY on Wednesday. Others follow:

Jack Gould, New York Times: "There was undoubted interest in the parade of celebrities and the scintillating fashious. But the program also was frequently a tasteless disaster, a forlorn study of glamour in a state of disarray. . . . Presumably the film industry knows what it is doing in spending $900,000 to keep everyone at home watching television, an undertaking in which it apparently was singularly successful on Monday evening. But it is a little puzzling why on such an occasion a few samplings of the prize films could not be shown."

Nick Kenny, New York Mirror: "To reiterate a suggestion lodged in the past the awarding of technical prizes should not be telecast. They retard the program and the general public frankly doesn't care. . . . The awards were presented with pomp and panoply."

Marie Torre, New York Herald Tribune: "When television history is written, the thirty-first annual Academy Awards telecast will go down as the show which had the mostest rating . . . and time to kill."

Jack O'Brian New York Journal-American: "More than 125 stars of dizziest screen stature were there willing and eager to submerge customary enormous ego-drives and play the most fleeting bit roles for the greater attractiveness of this annual biggest display of show business glitter."

Michigan Newspaper Hails Leavitt Oscar

Sam Leavitt won the Academy Award for best black and white cinematography for his camera work on "The Defiant Ones." But Sam Leavitt was way up in the Peninsula country of Michigan, where he is currently head cameraman on Otto Preminger's production of "Anatomy of a Murder," from the best seller. The promotion men working on the film stayed up late that night, and when they discovered Mr. Leavitt had won the Oscar, they had the Marquette **Mining Journal,** in Marquette, Mich., replate the appropriate edition. An early press run was obtained and the papers with the big first page banner head and top page-wide story, with Mr. Leavitt's picture, was distributed to the cast and crew as they reported for the morning's work at the county courthouse in Marquette.

TODD-AO

ACCEPTS WITH GREAT PRIDE

1958: *BEST SOUND RECORDING*

"SOUTH PACIFIC"

9 ACADEMY AWARDS IN 3 YEARS

FOR 3 TODD-AO BLOCK BUSTERS

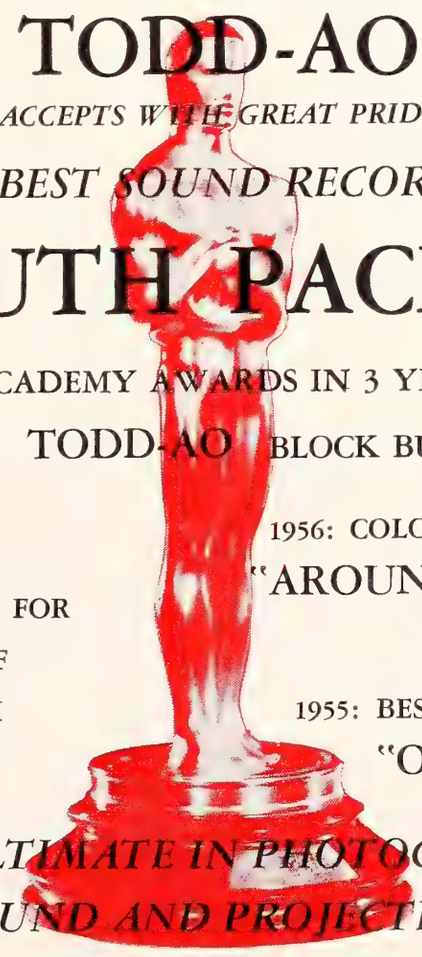
1956: COLOR & CINEMATOGRAPHY

"AROUND THE WORLD IN 80 DAYS"

1955: BEST SOUND RECORDING

"OKLAHOMA"

1957: SPECIAL AWARD FOR DEVELOPMENT OF TODD-AO SYSTEM



THE ULTIMATE IN PHOTOGRAPHY SOUND AND PROJECTION

'Oscar' Postscripts

(*Continued from page* 1)

program and that a 90-minute show could be arranged without difficulty. It suggests, too, that a one-hour program might not be too difficult to plan.

To the entire Eastern time zone in which viewers were watching the program after midnight, an earlier ending is desirable inasmuch as it appears reasonable that an earlier beginning would ill serve other sections of the nation. An 11:30 P.M. (E.S.T.) ending of the program doubtless would add millions of early rising workers and school children to the audience in the thickly settled East, entirely apart from benefits to be gained from a faster-moving, more interesting show.

As a matter of fact, few industry members in the East viewed the unscheduled early ending of Monday night's show as a serious flaw, because once past midnight they realize large segments of the audience would be getting restless and some would be obliged to leave their TV sets, regardless. TV itself would not schedule a major, two-hour production to begin at 10:30 P.M., EST.

Naturally, all thought it strange that no provision had been made for such an eventuality; that George Stevens, for example, had not been provided with a speech and a cue to fill in part of the time and, with an orchestra on stage, finish with popular tunes from current and future films.

One wag suggested the open time at the end of the program would have been an ideal spot for an Academy official to explain the early ending as the result of omission of commercials, with the time saved to be given over to popular music from motion pictures for your listening or dancing pleasure.

Many feel, too, that better acceptance remarks could be made available for winners of Oscars especially in the case of top personalities, known to the public. Perfunctory, thank-yous, you've-made-me-so-happy, and an abrupt walk-off add nothing to the show.

Just why the program draws the venom of so many TV critics each year, remains a puzzle to all those who watch TV regularly without seeing anything nearly as interesting and entertaining. Makes one wonder just what on TV the displeased critics use for comparison.

In view of the Academy show's record Trendex from year to year, it's difficult to reconcile the fascination it holds for the public with the lack of merit some TV critics attribute to it. Could it be these critics are puzzled, too, how it is this Hollywood show outdraws anything put on television by television, despite the critics' annual disparagement?

The Academy can afford to ignore the critics' remarks as long as its show continues to set new audience records on TV from year to year.

Plotting the Introduction to the Public of New 'Oscar' Record Holder

Last May 15th, "Gigi" premiered at the Royale Theatre in New York.

For the next six months, "Gigi" sold out every performance at the Royale. The demand for tickets for the 10 showings each week exceeded the demand for any motion picture to have ever played as a reserved seat attraction in New York, according to M-G-M, the distributor.

The choice of a legitimate theatre to launch the musical by the "My Fair Lady" team of Lerner and Loewe, proved an expert stroke. A long, careful campaign preceded the opening, led by the music promotion which saw the soundtrack album released before the premiere for maximum pre-selling impact.

By the time of the opening, New York knew that "Gigi" was going to be one of the town's "hottest tickets." A distinguished audience of stars, business leaders, diplomats, and members of society was on hand for the big night.

Similar openings were held in the other key cities where "Gigi" played as a reserved seat attraction. In all, there were 22 reserved seat engagements, most of them launched within two months of the New York premiere. One of them, at the Stage Door in San Francisco, is now in its 40th week.



Alan Jay Lerner and Frederick Loewe who wrote the music and lyrics for "Gigi" and who won the best song Oscar for the title song from the picture.



Adrienne Fazan with the Oscar for the best film editing, awarded for "Gigi."

During the summer, a policy of careful releasing on a continuous run basis was established. In New York, "Gigi" had to leave the Royale because the theatre had a prior commitment to a Broadway play. It moved to the Sutton Theatre on a continuous run policy and has played to standout business. Now in its 23rd week at the Sutton, it has broken every record in the history of the house.

Run Has Been Continuous

Throughout the country, "Gigi" was slowly released as a continuous run attraction, with many long runs established. It has never stopped playing in New York, L.A., Chicago, and Boston.

As a result, only about 2,500 out of a possible 15,000 playdates had played "Gigi" through March.

To capitalize on the Academy Awards and to make the Arthur Freed production available to theatre could not book it previously, eral, but careful, release was d upon for April.

Prior to the "Oscars", John P. MGM's vice-president and sales manager, set the bookings 400 prints that MGM was available.

When "Gigi" won a record awards last Monday night, th mand for prints exceeded all esti Many cities where "Gigi" has played once or twice before bringing it back into a first ru ation.



A merry scene from the MGM-Arthur Freed production "Gigi" which won the best picture award and nine others.

Academy's Techni Awards for 195

Scientific or Technical Awards

Class II Award, (Plaque) to: W. Prideaux, Roy Leighton, ar Lamp Division of General Electr for "the development and prod of an improved 10 kilowatt lam motion picture set lighting."

Class II Award (Plaque) to: vision, Inc. for "The design an velopment of the Auto Panatar morphic photographic lens.

Class III Award, (certificat Willi Borberg of the General sion Laboratory "for the develo of a high speed intermittent ment for 35mm motion picture tre projection equipment."

Class III Award (certificat Fred Ponedel, George Brown Conrad Boye of the Warner Bro cial effects department for "the and fabrication of a new rapi marble gun."

(Ed. Note: No Class I (statuette nical awards were made by the emy for 1958.)

LETTER

EDITOR, MOTION PICTURE DA want to take this opportun thanking you on behalf of the Ad-Publicity Directors Committ your all-out cooperation on of the Academy Awards teleca feel the impact of this prom publicity campaign demonstrat yond doubt the ability of all of the industry to get behind ect so important to all of us.

CHARLES SIMONELLI, Ch

EDITOR, MOTION PICTURE DAIL Gracias! Thanks a Million!

I sincerely appreciate a wonderful assistance that you the Academy Awards Prese Without the kind of help you we could not have created the try enthusiasm that built the ence to its giant size.

All the member of the Adv and Publicity Directors Con join me in their thanks for you valued contribution.

HARRY K. McWI Coordinator, Awards Telecas motion

FAME

for 1959

is now in production, soon to reflect, lustrously, the illustrious achievements of another year in motion pictures and television . . . FAME *is Quigley Publications' annual Audit of Personalities of motion pictures and television, featuring monthly and annual Box Office Champion motion picture productions and the Top Ten Money-Making Stars. Price per copy $3.*

¶ For the past two years Fame has been awarded a Certificate of Special Merit by the New York Employing Printers Association, as an outstanding example of printing displayed in the association's annual Exhibition of Printing. Reproduced at right is the Certificate recently awarded to Fame for 1958.


NEW YORK EMPLOYING PRINTERS ASSOCIATION INC.

CERTIFICATE OF SPECIAL MERIT

presented to

Quigley Publishing Co., Inc.

for an outstanding example of printing displayed in the

17th EXHIBITION OF PRINTING

HOTEL COMMODORE, NEW YORK

JANUARY 22 TO 28 1959

Fame 1958

MOTION PICTURE HERALD MERCHANDISING CONFERENCES

Exhibitors Say 'Last Train' Campaign Must Tell Story

By JAMES D. IVERS

There is still a rich market for western pictures of the kind that only the big screen motion picture theatre can present, but the public has to be told how and why they are better than the "whole army" of westerns which they can see for free on their living room television set. That was the consensus of exhibitor criticism of the advertising campaign prepared by Paramount for the Hal Wallis production, "Last Train from Gun Hill."

The exhibitors and circuit advertising executives attending the *Motion Picture Herald* merchandising conferences saw the picture Thursday night at the Radio City Music Hall screening room after dinner at Toots Shor's. Plans for the campaign on the picture were presented by Sidney Deneau, vice-president of Paramount Film Distributing Corp.; Joseph Friedman, national exploitation manager; Jerry Levine, advertising executive, and David Judson, assistant to Friedman.

Described by Deneau

Deneau outlined the problem of devising a campaign which, he said, would be standard and traditional enough to insure the basic audience for the picture and which at the same time would be different and striking enough to attract that extra audience which a picture of this scope deserves and which would bring the gross above the $4,000,000 level which it is capable of earning. Friedman then presented samples of ads now in preparation in various media.

An outstanding feature of the campaign is a caricature of the principal players executed by Al Hirshfeld, who does the feature cartoon on the first page of the New York Times drama section. The art will be serviced to newspapers all over the country and mats will be supplied to exhibitors for additional local paper coverage.

Harry Goldberg of Stanley Warner voiced the opinion of all the exhibitors present when he criticized the ad samples shown as falling far short of telling the scope and nature of the picture. "A picture of this size and with this potential has to be sold on a basis of giving the public more information about how this western differs from the weak, shallow, badly constructed and poorly shown westerns they can see on TV," he said.

Both Deneau and Friedman stressed the fact that the newspaper ads would be aided and supplemented by heavy radio spots and by publicity and exploitation breaks.

Seymour Morris of the Schine circuit added strongly to Goldberg's point and urged that the ads for the picture should be street-tested in advance of their use. Friedman and Levine answered that Paramount on this picture and on all future ones will use the facilities of an extensive ad agency research department for street-testing campaigns.

It was also indicated that in addition to the ads shown a separate campaign involving stills and copy which would tell the story of the picture was being prepared.

All present agreed that the picture, a powerful story, strongly acted and carefully paced would attract women as well as men if properly sold.



Photo by Paramount

The advertising approach on "Last Train from Gun Hill" is discussed by Joseph Friedman, Paramount national exploitation manager, at a Motion Picture Herald merchandising conference session. In background at right is Sidney Deneau, vice-president of Paramount Film Distributing Corp., who described the campaigns planned for the picture.

National Bus Tour Highlights 'Philadelphians' Campaign

By WARREN G. HARRIS

A "custom-made" campaign for "The Young Philadelphians," a stor young moderns that will be of interest to all sections of the country, wa tailed for exhibitors here yesterday morning by members of the Warner advertising and publicity force. The presentation, which began the second day of *Motion Picture Herald's* current merchandising conferences in conjunction with the major film companies, followed a screening of the drama in the Warner home office projection room.

The big plus in the "Philadelphians" campaign will be a transcontinental tour of young motion picture personalities by Greyhound motor bus. The tour, which was outlined yesterday by Max Bercutt, national coordinator of advertising and publicity, will depart from Hollywood on May 6, and will wend its way through major cities enroute to the world premiere of "The Young Philadelphians" in Philadelphia on May 19. Approximately 3,475 miles will be covered by the touring personalities, who will make overnight stops at 12 key population centers and cover 34 major cities and more than 200 towns in all.

Compared with 'Dodge City'

Comparing the tour in scope to one made by Warners a number of years ago in conjunction with "Dodge City," Bercutt said it was being made by bus "for the specific purpose of personally introducing the young stars to the greatest possible audience."

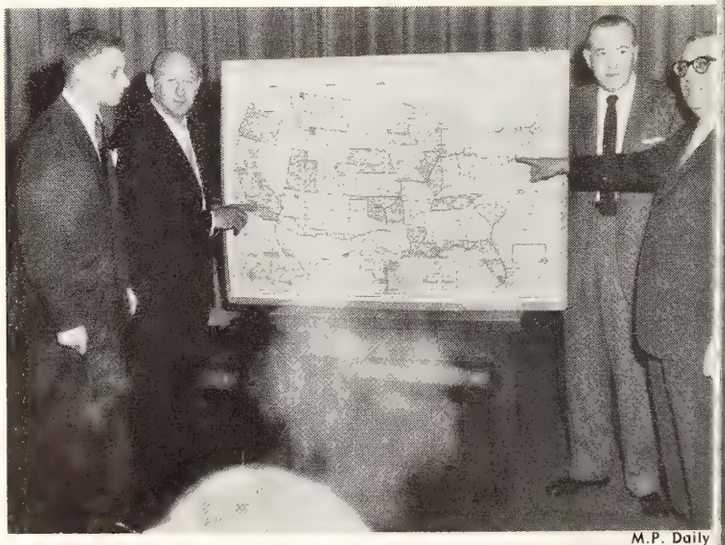
Bercutt said that "penetration" is the most important factor in pre-selling a motion picture. He estimated that more than 50,000,000 people along the route of the tour will be introduced to the players and pictures through press, television, radio and personal participation at welcoming ceremo

Charles Cohen, advertising dir said that "The Young Philadelph does not "belong to any one city i country." Ads for the picture adaptable to local situations.

Meyer Hutner, WB publicity rector, introduced Everett Callow sistant Philadelphia zone manage Stanley Warner Theatres, from audience to outline plans for the Philadelphia world premiere of picture at the Stanley Theatre. low said it would be a blacktie p ere sponsored by the Devon Show for the benefit of Bryn Hospital, for which $10,000 is exp to be raised. The touring stars wi rive in Philadelphia the night b the premiere and will be ava for interviews and other tie-ins.

A number of suggestions strengthening the over-all cam were contributed by exhibitors, saw them gratefully accepted b Warner crew. One of these wa the touring personalities shoul go out "cold," but should rather a good idea of what they wi called upon to say and do during along the way. Where the stars stage appearances, it was sug that they be followed by the delphians" trailer on the screen. I also pointed out that the moto should be appropriately bannered some type of publicity slogan.

Following the morning sessio tending exhibitors were feted luncheon at Al and Dick's resta



M.P. Daily

Outlining the transcontinental bus tour on behalf of "The Young Phi phians" yesterday were the Warner Bros. executives above. Left to rig Charles Cohen, advertising manager; Max Bercutt, national coordinator vertising and publicity; Herb Pickman, director of special events; and Hutner, publicity manager.

lumbia Int'l

(Continued from page 1)

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Lacy W. Kastner

gains in other markets, es-
y western Europe. He said that
American pictures are getting a
percentage of total playing
but that the blockbusters "are
than ever."

ner has just returned here from
d-the-world tour of Columbia
so he had a number of ob-
ons to make about the chang-
rket for American films abroad,
l as on the subject of new op-
ities for U.S. companies abroad.

Columbia International presi-
aid there is a great need for
e international type of picture."
essed that this meant not only
ing films with international
ounds and stars, but also in-
g the number of co-produc-
especially with countries that
never had them before. One
y that Kastner thought was ripe
co-production deal with an
an company is India, which he
s "modern and good facilities."'
difficulty in arranging a co-pro-
deal with India, or any other
y, for that matter, Kastner said,
finding the right script and
tory. While American stars may
cted to headline these pictures,
ould otherwise be supportd by
casts and directed by native
al. On the other hand, Ameri-
mpanies might be interested in
ng foreign productions which
nly be released in the imme-
reas in which they are made.

Eyes Japan, Germany

mbia International, Kastner
d out, is trying to arrange co-
tion deals with Japan and Ger-
and has just signed one with
's Raoul Levy. The company
utes the comedies of the Mexi-
omedian Cantinflas in Latin
ca, with the resulting business
than twice as much as any
company there," according to
r.

other companies except those
United States have world wide
ions, and that is our advantage"
king up foreign made produc-
or global distribution, Kastner
But this advantage can only be
ained by keeping the status quo,
clared. Columbia, he pointed
not cutting out foreign offices
mbining them with those of
companies. Columbia has
lined operations and bookkeep-
ing to some extent, but has tried to refrain from appointing agents to take the place of local operations of its own.

This policy, Kastner said, has paid off with business increases of up to 400 per cent in areas where Columbia keeps its own offices, and will allow the company to represent more and more producers in the future.

Although Columbia recently opened "a 770-seat jewel" in London, Kastner said, the company has no immediate plans to add any more theatres to its holdings. Although he felt that MPAA president Eric Johnston's call for the building of new theatres abroad sounded good on paper, Kastner said it would not prove profitable in actuality unless some type of government subsidy could be obtained. He said he thought Columbia, like any other company, would be "very interested" in buying theatres "anywhere in the world if it could get the right price."

Exhibitors Attending 'M.P. Herald' Product Merchandising Conferences

PAUL BAISE, *Walter Reade Theatres.*
SAM BENDHEIM, III, *Neighborhood Theatres,* Richmond, Va.
RICHARD BERNER, *Interboro Circuit.*
LOU BROWN, *Loew's Theatres,* New Haven, Conn.
EVERETT C. CALLOW, *Stanley Warner,* Philadelphia.
HENRY CAPOGNA, *Butterfield Circuit,* Detroit, Mich.
GERRY COLLINS, *Loew's Theatres,* Toronto, Canada.
ERNEST EMERLING *Loew's Theatres.*
KARL FASICK, *Loew's Theatres,* Boston, Mass.
CHARLES FELLEMAN, *Walter Reade Theatres.*
AL FLOERSHEIMER, *TOA.*
EMANUEL FRISCH, *Randforce Amusement Corp.*
HARRY GOLDBERG, *Stanley Warner Corp.*
EDGAR GOTH, *Stanley Warner Corp.*
RUSS GRANT, *Loew's Theatres.*
LOU HART, zone manager, *Schine Circuit,* W. New York.
SAM HORWITZ, *Interboro Circuit.*
JACK HYNES, *Shea Theatres,* Youngstown, Ohio.
FRANK V. KING, *Shea Theatres.*
FREDERICK KUNKEL, *United Artists Theatres,* Pittsburgh, Pa.
GEORGE LANDERS, *Loew's Theatres,* Hartford, Conn.
RON LEONARD, *Odeon Theatres,* Toronto, Canada.
BLANCHE LIVINGSTON, *RKO Theatres.*
WILLARD MATTHEWS, *Comerford Theatres,* Scranton, Pa.
JACK MITCHELL, zone manager, *Schine Circuit,* E. & N. New York.
SEYMOUR MORRIS, *Schine Circuit,* Gloversville, N. Y.
EUGENE PLESHETTE, *Brooklyn Paramount.*
M. R. RAPPAPORT, *R F Theatres,* Baltimore, Md.
CHARLES M. REAGAN, *Greater Indianapolis Amusement Co.*
SAMUEL RINZLER, *Randforce Amusement Corp.*
THOMAS RODGERS, *Trans-Lux Theatres.*
EVERETT E. SEIBEL, *Minnesota Amusement Company.*
ROBERT K. SHAPIRO, *Paramount Theatre.*
JAMES SHANAHAN, *Loew's Theatres.*
HARRY SLITER, *Schine Circuit,* Lexington, Ky.
RAY SMITH, *Shea Theatres.*
HENRY SPIEGEL, *ABC-Paramount Theatres.*
HARRY UNTERFORT, zone manager, *Schine Circuit,* Central New York.
LEE WILLIS, zone manager, *Schine Circuit,* Ohio.

B'nai B'rith Induction Changed to April 17

Because of a date conflict with a previously scheduled industry event, the president's induction luncheon of Cinema Lodge, B'nai B'rith, has been changed from the originally scheduled date, Thursday, April 16, to the following day, Friday, April 17, Jack H. Levin, chairman of the President's Luncheon Committee, announced.

Time and place of the luncheon, 12:30 at the Hotel Astor, North Ballroom, remain unchanged.

RKO Theatres

(Continued from page 1)

nance; Lee Koken, concessions; Tom Crehan, assistant to Mandel, and Division Managers Michael Edelstein, Sigurd Wexo, Charles Oelreich and Edward Sniderman will also be in attendance.

Kramer Aide to Briskin

HOLLYWOOD, April 9. — Arthur Kramer, executive in the motion picture department of the William Morris Agency and formerly head of the story department of Columbia pictures, is returning to the latter company in an executive capacity as assistant to Samuel J. Briskin, vice-president in charge of studio operations.

Kramer will take over his new duties within the next three weeks.

Roach Closes Office

DETROIT, April 9. — Hal Roach Distribution Corp. has announced the closing of its Detroit office. Kermit Russell, district manager of Chicago, will cover this area personally several days a week, billing will be handled out of Chicago, and shipping and inspecting done by National Film Service.

U.A. Press Luncheon

Arthur Krim, United Artists president, will preside at U.A.'s 40th Anniversary trade press luncheon, to be held at 21 Club here Thursday, April 16.

'Free Ride Home' Plan Is Studied

Special to THE DAILY

PHILADELPHIA, April 9.—Center-city theatres, which already provide free or low-cost parking facilities for patrons, are now considering a "ride home free" plan for moviegoers coming into town by public transport. The Philadelphia Transit Co. confirmed that negotiations are underway with a major center-city theatre operator for a plan whereby patrons would get a free ride in return for their patronage at the theatre.

While the company declined to identify the operator, it is reported to be William Goldman, who operates three first-run center-city houses among others. The free ride plan, designed to encourage people to come to the center of city, calls for moviegoers to pay their own fare coming into town. They would get "shopper's tickets" when they disembark. After attending a movie, the riders would be provided with a token for a free ride home. The same "ride home free" plan will also be made available to the center-city stores, and was proposed originally by the city in its efforts to revitalize the center-city area as a center for shopping and entertainment.

'Live,' 'Defiant Ones' Set for 50 Theatres

United Artists' "I Want To Live!" and "The Defiant Ones," with three major Academy Awards between them, will be playing in 50 local theatres throughout the New York area this weekend.

Key neighborhood situations include: the Jefferson, Uptown and Riverside Theatres in Manhattan; the Elm, Tuxedo, Albemarle, Kismet, Park, Harbor and Plaza Theatres in Brooklyn; the Valentine, DeLuxe, Devon, Ward, and Palace Theatres in the Bronx; the St. George and Paramount Theatres in Staten Island.

Also, the Community, Prospect, Bliss, Trylon, Parsons, Broadway, Jackson, Squire, Grand and Hillside Theatres in the Queens area; and the Westbury Drive-in, Fifth Avenue Drive-in, Hempstead Drive-in, Laurel and Central Theatres in Long Island.

Wagners to Be Guests Of Fannie Hurst Tonite

Mayor and Mrs. Robert F. Wagner will head the list of guests attending a reception and film preview being tendered Mrs. Caroline Simon, New York Secretary of State, by Fannie Hurst, here tonight. The guests will first view a showing of "Imitation of Life" which is based on Miss Hurst's well known novel. The Universal-International production will have its New York premiere at the Roxy Theatre next Friday. Following the screening the guests will assemble for the reception to Mrs. Simon.

U.A. to Make 2 Films In Israel Next Year

Arthur B. Krim, president of United Artists, announced that two major United Artists releases, Otto Preminger's film version of the current best-seller "Exodus," and Stanley Kramer's "My Glorious Brothers," will be filmed in Israel next year.

Plans for these projects were revealed to the American-Israel Chamber of Commerce in a report by Krim. He underscored the roles played by the motion picture industry in the economic progress of the Israeli nation over the past ten years and in fostering greater understanding between U.S. and the new republic.

Personality Tours Continued for 'Life'

Universal-International is continuing to maintain promotional activity in support of "Imitation of Life" through the use of personalities in support of new openings, followed the pattern which contributed importantly to the early record openings of the picture before the Easter holidays. Douglas Sirk, director of "Imitation of Life" and Robert Alda, who has one of the important featured roles, are the latest personalities to join in the campaign.

Sirk will visit Indianapolis, Detroit and Cincinnati for television and radio appearances and press activity while Alda is covering Philadelphia and continuing support of the Cleveland engagement where the picture starts its fourth week today. Susan Kohner, is currently in London aiding in the launching of the picture there. Dan O'Herlihy is scheduled to come to New York to aid in the Roxy opening next Friday.

FMPC Hears Samuel Goldwyn

(*Continued from page* 1)

tion of Motion Picture Councils at its annual meeting here.

Goldwyn was presented an award by the group for "his faithfulness to the ultimate in the art of motion picture production." Presentation was made at the Hotel Warwick by Mrs. Dean Gray Edwards, president of the Council. Accepting it was James A. Mulvey, long-time associate of Goldwyn, who also read the producer's speech in the latter's absence.



Samuel Goldwyn

"What the producer must do," Goldwyn said, "is make a picture that he believes in:—that he thinks will provide good entertainment:—that pleases him. It is a good feeling to look back and to know I have never made a picture I was ashamed of."

Goldwyn referred to his new film, "Porgy and Bess," as one "conceived and executed in good taste, which is one of the very important ingredients in any picture. A picture must be developed and handled in a manner not cheap or vulgar or offensive.

"This does not mean that pictures must be so bland or innocuous that they must be geared to the mental outlook of a 12-year-old child. A picture can be provocative of thought; it can treat with real human problems in a realistic manner; it can and must be honest with itself and with its audience. But all this must be done within the bounds of taste which every person sets for himself."

On censorship, Goldwyn remarked: "You know my views—I'm against it. But it is precisely because of that, that I feel every motion picture producer is under a duty—to himself and to the public—to exercise the highest degree of self-censorship that is possible."

Another highlight of the final day's program was a talk by Silas F. Seadler, advertising manager of Loew's, Inc. Seadler's subject was "CinemaScope, Technicolor and Women."

Suggests 'Womanscope'

"Let's add 'womanscope' to the vocabulary of motion pictures along with CinemaScope, Technicolor and all the other technological advancements," Seadler said, "You can be a vital ally of this art form to which you have so long and so generously given your loyalties, by your militant participation in the current problems of the screen. Our industry is unquestionably on the upbeat and no greater opportunity has ever existed for the Councils to think upbeat, to talk upbeat and to surge forward with us now. There are two strategic areas in which the women of the Councils can do heroic work, one where the economic survival of a local theatre is threatened; and two toward a better understanding and more aggressive local approach to censorship."

Arthur DeBra Praised

Mrs. Max M. Williams, the first president of the Federation of Motion Picture Councils, paid warm tribute to the late Arthur DeBra, former director of MBAA Community and Exhibitor Relations Department.

Miss Fannie Hurst, whose novel is the basis of Universal's "Imitation of Life" received a special award in person. Miss Hurst's award read as follows: "To Miss Fannie Hurst . . . poet, novelist, short story writer and playwright, for her contribution to literature; and more specifically, for the sensitive portrayal of the human spirit in her novel 'Imitation of Life', the inspiration of two memorable films."

Award to Frank Capra

Frank Capra, producer and director of "A Hole in the Head," released by United Artists, was also presented with a special award. Capra received his award in person. His award read as follows: "To Frank Capra: producer, director, craftsman, and citizen: for his remarkable record of distinguished films, and for his many years of devoted service to the motion picture industry, and to his adopted country."

The Federation's Annual Film Awards were as follows: Best Actor of 1958—Spencer Tracy for his performance in Warner Bros. "The Old Man and the Sea." Best Motion Picture of 1958—Twentieth Century-Fox's "The Inn of the Sixth Happiness." Best Actress of 1958—Ingrid Bergman for her performance in "The Inn of the Sixth Happiness." Best Director of 1958—Mark Robson for his direction of "The Inn of the Sixth Happiness."

The three awards for "Inn" were accepted by Alex Harrison, general sales manager of Twentieth Century-Fox.



'Warlock' Bow to A... Camp Green Acres

20th Century-Fox's "Warlock" ... have a gala world premiere at ... Paramount Theatre here, April 3... the benefit of the New York ... Mission Society's Camp Green A...

Proceeds from the charity op... will help send almost 300 underp... leged children from the metrop... area to the family camp, locate... Dover Furnace, New York. C... Green Acres has been sponsored b... New York City Mission Society ... the past six years.

Talent Agencies Secu... Change in N.Y. Law

Action taken by talent agenci... change a New York State Law of ... has resulted in the preparation ... approval of an amendment by a ... session of the N.Y. State Asse... and Senate (passed a day prio... adjournment last month) which is ... awaiting the signature of Gov... Rockefeller.

Presented before a joint Legis... Committee at a hearing held De... ber 5 last by Michael Halperin, r... senting TARA and ARA, the me... will eliminate the "maximum c... weeks" during which an agency ... mission applies. It substitutes in ... the necessity for agents to file re... commission schedules with the Li... Commissioner of New York City. ... "regularization" of agency proce... which has been in practice for ... years, is still subject to and regu... by franchise agreements betwee... agency and thearical unions a... patterned on legislation now in ... in California, New Jersey, Per... vania, Ohio, Minnesota and Wisc...

'Shane' Re-Release S... At 170 Texas Theat...

George Stevens' "Shane," ... mount re-release which the com... is marketing and promoting ... though it were a new picture, ... have a 170-theatre saturation op... in the state of Texas in mid-Apr...

Big-scale promotion is prec... the openings and will continu... the duration of the engagements. ... new theatre trailers, newspaper ... and theatre accessories, together ... special radio spot announcem... have been prepared for the retu... "Shane." Circuits that have b... the picture included Interstate, ... ferson Amusement, Rowley U... Theatres, Video Independent Fr... Theatres and J. G. Long The... Approximately 50 independe... owned theatres also are involve... the Texas saturation opening.

Takes Maryland Drive...

BALTIMORE, April 9. — ... Manuel, owner of the Belair D... in Theatre, Churchville, Md., ... taken over the Crystal Drive-i... Cumberland, Md. Opening is s... uled for April 15.

reviewers Enjoy "Don't Give Up the Ship"



er Hal Wallis (left) and his business partner, Joseph Hazen, flank Mrs. Hazen and Balaban, president of Paramount Pictures, in the Lexington lobby as the four or the preview.

THEATREMEN and theatre-goers alike guffawed repeatedly at Jerry Lewis' Naval misadventures in "Don't Give Up the Ship" at a special preview of the Hal Wallis production last night at Loew's Lexington Theatre in Manhattan.

Wallis brought the first print of the comedy to New York from Hollywood for the special showing, and following the preview expressed gratification at the audience reaction to the lively film about a Naval lieutenant (Lewis) who spends his honeymoon hunting for a destroyer escort he had "lost." Paramount home office executives also were on hand for the initial preview of "Don't Give Up the Ship," in which Dina Merrill, Diana Spencer, Mickey Shaughnessy and Robert Middleton star with Jerry.

Pictured on this page are some who attended the preview of what will be one of Paramount's top offerings this summer.



Klein, executive of the J. J. Circuit, Irs. Klein were among the many New rea exhibitors and their wives who at- the special showing.



Above are seen Paul Raibourn (right), vice-president of Paramount Pictures, and Sidney G. Deneau, vice-president of Paramount Film Distributing Corp.



Wallis and Eugene Picker, president of Loew's Theatres, greet each other in the Lexington Theatre lobby prior to the screening of the newest Jerry Lewis comedy.



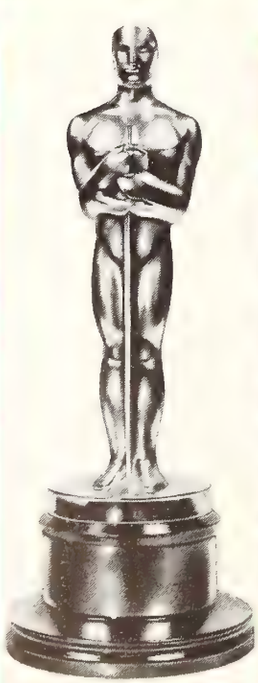
nd C. DeBerry (left), executive assistant to Hugh Owen, vice-pres- of Paramount Film Distributing, poses for the news cameraman Mrs. Owen and Sidney M. Markley, vice-president of American casting-Paramount Theatres. In rear is James E. Richardson, treas- f Paramount Pictures.



Guests at the "Don't Give Up the Ship" preview included motion picture and TV attorney William B. Jasse (far right) who arrived with (left to right) socialite Charles Greenberg, Mrs. Sayde Annenberg, and Mrs. Jasse. The preview was described as one of the most successful of its kind held at the Lexington.

UA PROUDLY CONGRATULATES SUSAN HAYWARD





BEST ACTRESS

For her Academy Award winning performance in

"I want to Live!"

THRU UA

40th *Anniversary* / *1919-1959*

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

85, NO. 69 NEW YORK, U.S.A., MONDAY, APRIL 13, 1959 TEN CENTS

Decline

KO Theatres' rosses Run head of 1958

wartz Tells 'Holders iness Is Profitable

By WARREN G. HARRIS

on't let people talk the theatre ess down—we're not declining," RKO Theatres president Sol A. Schwartz, told stockholders of List Industries, parent corporation of the exhibition company, at its annual meeting here at the weekend at the Hotel Wellington. "We're go- rough changes," Schwartz con- l. "but I feel business will sta- at a profitable level." So far ear, he said, RKO Theatres is g ahead of 1958 from a busi-



A. Schwartz

(*Continued on page* 9)

tion Urged by TOA Buying for 70mm.

eatre Owners of America has d its members not to equip for projection at the present time they plan roadshow operation. TOA recommendation, contained bulletin to its membership re- at the weekend, was based on ecial survey of forthcoming and 70mm product from the film companies.

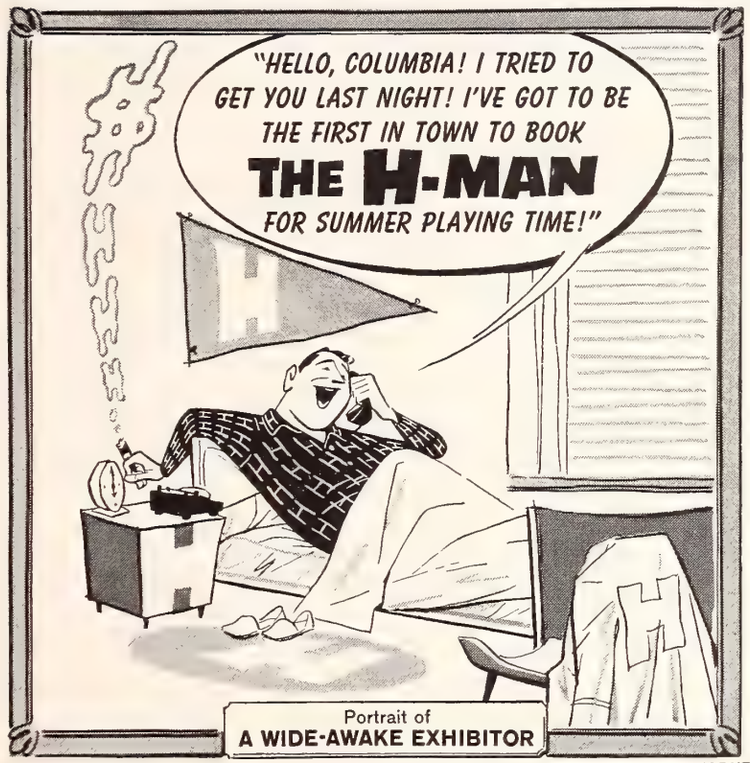
d even in a roadshow house,"

(*Continued on page* 2)

n Profits Are Still stantial: Value Line

motion picture companies have hopes of realizing substan- rofits from their activities with- theatrical motion picture field in the absence of any major se in theatre attendance," The

(*Continued on page* 8)



(ADVT)

'Herald' Merchandising Meetings Win Acclaim

Screenings and discussions of MGM's "For the First Time" and of 20th-Fox's "Son of Robin Hood," Friday concluded the three-day series of merchandising conferences sponsored by *Motion Picture Herald*.

The conferences, during which seven pictures set for summer release were screened by as many companies generated even more enthusiasm than the first series conducted by the Herald last fall. Both the exhibitor guests and the participating companies found the exchange of ideas on advertising and merchandising stimulating and of great practical value.

High Interest Sustained

This was indicated at every session of the conferences. Thursday night, after having viewed three pictures starting at 9:30 A.M. the participants spent more than two hours at the conclusion of Universal's "This Earth Is Mine" discussing the highlights of the company's proposed campaign. Earlier in the day they had seen and discussed Warners' "The Young Philadelphians" and United Artists' "Shake Hands with the Devil." Wednesday the group saw Columbia's "It Happened to Jane," took part in an all afternoon round table discussion of general ad-

(*Continued on page* 8)

For United Artists' "Shake Hands" Conference see page 7.

For Universal's "This Earth" Conference see page 7.

List of Exhibitors Who Attended on page 8.

The campaign and discussion on MGM's "For the First Time," which was screened Friday morning, and on 20th-Fox's "The Son of Robin Hood," which was shown Friday afternoon, will be reported in Motion Picture Daily tomorrow.

Annual Report

Paramount '58 Earnings Total $4,567,000

Total Income Estimated At $12,554,000 for Year

Paramount Pictures at the weekend reported estimated consolidated net earnings from operations for the year estimated at $12,554,000 or $7.15 per share based upon 1,755,888 shares outstanding at Jan. 3, 1959.

The total consolidated income is estimated at $12,554,000 of $7.15 per share and includes $7,987,000 or $4.55 per share of special items income, after provision for income taxes, representing principally profit on disposals of films and investments and after reduction for adjustment of investment in certain affiliated companies.

The consolidated net earnings compare to $5,425,000 or $2.80 per share reported for the year 1957 on 1,939,-

(*Continued on page* 9)

'U' Executives Laud QP Conference Values

Unstinted praise for the usefulness and practical value to film merchandising campaigns of the *Motion Picture Herald* merchandising conferences was voiced by Henry H. Martin, Universal general sales manager; Phil Gerard, Eastern publicity manager, and Jeff Livingston, Eastern advertising manager, during the discussion period at the Universal home office Thursday night.

Martin said that the first *Herald* merchandising conference last fall helped the campaign for "The Per-

(*Continued on page* 8)

Embassy Suit Re-Trial With Jury Is Ordered

Special to THE DAILY

SAN FRANCISCO, April 12.—Retrial of the Embassy Theatre eight-million-dollar anti-trust suit, this time with a jury, was ordered today by Federal Judge Lloyd Burke. Last year

(*Continued on page* 8)

PERSONAL MENTION

JAMES A. MULVEY, president of Samuel Goldwyn Productions, left here over the weekend for Hollywood.

•

DAVID LIPTON, Universal vice-president in charge of advertising-publicity, has postponed indefinitely his earlier scheduled visit to New York.

•

M. J. FRANKOVICH, vice-president of Columbia International and managing director for Great Britain, returned to London at the weekend from New York via B.O.A.C.

•

JOE SALZBURG, production and technical supervisor for Lynn Romero Productions, left here on Saturday for Manila and Hong Kong.

•

JOSEPH MANKIEWICZ, who will direct Sam Spiegel's "Suddenly Last Summer," for Columbia, left New York via B.O.A.C. over the weekend to join the producer in London.

•

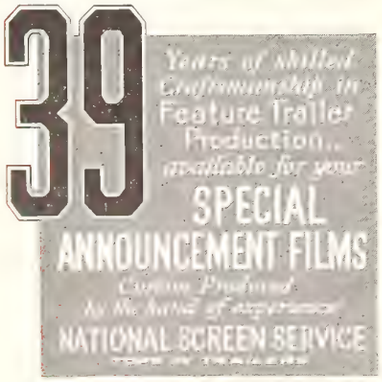
JACK M. LEVIN, president of Certified Reports, has returned to New York from San Francisco.

Big Early Openings for Twin-Cities Drive-ins

Special to THE DAILY

MINNEAPOLIS, April 10.—Drive-in theatres of this city and St. Paul have all opened for business, setting a new record for early starts. The independent Navarre opening on March 26, was the first, and by last Thursday all others had gone into operation.

The other theatres opening were the independents Hilltop, Lucky Twin, 100 Twin, Flying Cloud, Coon Rapids and the Minnesota Entertainment Enterprises' Rose, Coral, Minnehaha, Bloomington and Starlight.



Adler Arrives Here For Meets at Fox

Buddy Adler, 20th Century-Fox executive head of production, arrived here over the weekend for conferences with president Spyros P. Skouras and other top Fox executives on the 20th release schedule for the next several months.

Executives conferring with Adler will be vice-president and eastern studio representative Joseph Moskowitz, vice-president Charles Einfeld, general sales manager Alex Harrison and assistant general sales managers Martin Moskowitz and Glenn Norris.

Harris Introduces Bill On Toll-TV by Wire

From THE DAILY Bureau

WASHINGTON, April 12.—A bill to give the Federal Communications Commission control over wired subscription television test programs during the period of its proposed test of radio pay-TV has been introduced by House Commerce Chairman Oren Harris (D. Ark.).

Under the Communications Act as it now exists, the Commission has no control over pay television operations by wire. Harris's bill would give the commission this power temporarily, without amending the Communications Act.

"This new bill would give to the Federal Communications Commission the powers which in my opinion should be exercised by the commission with regard to pay television by wire," Harris said in a statement on the House floor. "As far as time is concerned, I would envisage that the Commission regulations prescribed under this proposed legislation would be substantially co-extensive with the time periods contemplated by the Commission for test pay television operations by radio." The Commission announced last month that it would set a three-year limit on its proposed test of pay-TV by radio.

The Commerce Committee expects to hold hearings on the bill, but no date has been set as yet.

Postpone Hearing on U.A. 'Maja' Postcards

From THE DAILY Bureau

WASHINGTON, April 12.—A Post Office Department hearing on postal card reproductions of Goya's painting "The Naked Maja," mailed out by United Artists, has been postponed until May 1.

The hearing was postponed because the Department's entire hearing procedure is being reorganized. A United Artists' attorney said the company had decided to wait until the new procedure was established before having the hearing.

TOA Urges Caution

(*Continued from page* 1)

the bulletin adds, "you might have difficulty in getting enough product for full - year operation to permit orderly amortization of the sizeable investment you will have to make for equipment."

George G. Kerasotes, TOA president, wrote the president of each major film company asking what 70mm or wide film process his company plans to use; how many pictures his company plans to release in this process in the foreseeable future; the schedule of these releases so exhibitors who equip would know the frequency and availability of such product; and his company's policy on serving smaller situations which are equipped.

Three Companies Report Use

Replies to the Kerasotes letter showed only three companies reporting specific pictures in 70mm or related wide film processes. These are Loew's "Ben Hur"; Disney's "Big Fisherman"; and Columbia's "Porgy and Bess." Only 20th Century-Fox advised of plans to make "one or two pictures a year" in 70mm. The bulletin adds: "No company indicated at this time any definite program which would assure theatre owners of a steady flow of product."

In addition, most inferred that the 70mm product would also be made available in 35mm.

TOA made a further check on specific films which showed that only five films are known to be slated for widefilm production. They are:

"Ben Hur," photographed in Loew's 65mm system which requires 70mm equipment.

"Porgy and Bess," from Columbia in Todd-AO.

"The Big Fisherman," from Buena Vista in Panavision 65.

"Sleeping Beauty," from Buena Vista in Technirama.

"Swiss Family Robinson," from Buena Vista in Technirama.

Scott 'Holders Accept 'Electrovision' as Name

From THE DAILY Bureau

LOS ANGELES, April 12. — Stockholders of Scott Radio Laboratories, Inc., approved a change in corporate name to Electrovision Corp. at a special meeting of shareholders Friday, Edwin F. Zabel, president announced, adding that "Electrovision" more accurately reflects the broad range of business activities of the company.

Presently Electrovision operates picture theatres in the metropolitan Los Angeles area as well as Fanchon & Marco Agency, which books and produces variety entertainment. Negotiations are under way for purchase of additional theatres, and consideration is being given to diversification into such fields as television and electronics, Zabel told the stockholders.

List Stockholders Vote Alden Merger

Stockholders of List Industrie Corp., parent company of RKO Theatres, voted here at the weekend to merge into the Glen Alden Corp owner of coal and trucking properties This marks the end of the separat corporate existence of List Industries with Glen Alden continuing as Pennsylvania corporation with its present name, and with combined assets of $132,000,000.

Voting at the company's annual meeting at the Hotel Wellington her followed an announcement by board chairman Albert A. List that th first quarter consolidated net earning of List Industries after all charge and special items were $1,379,732 o 33 cents per share in 1959, as compared with $634,090 or 15 cents pe share in the first quarter of 195 an increase of 120 per cent.

List Will Head All

List, who will be president of th merged corporations, announced tha pro forma net earnings of the tw companies in the first quarter of 195 would have been $2,225,467, or 4 cents per share.

Members of the List Industrie board re-elected at Friday's meetin were: List, Ralph E. Case, T. R. Col born, William J. Durocher, Alvin C Herud, Milton Hubschman, Dudle G. Layman, Mrs. Vera G. List, A Louis Oresman, A. H. Parker, Jr Edward C. Raftery and Sol A Schwartz. Immediately following th merger vote, all List directors wer added to the present slate of direc tors of the Glen Alden Corp.

Over 200 to Attend AMPA Lunch Tuesday

More than 200 industry leaders, th largest turnout in the history of th Associated Motion Picture Advertisers will attend that organization's annua luncheon on Tuesday in the Georgia Room of the Hotel Piccadilly, it wa announced by Bob Montgomery AMPA President. United Artists vice president Max E. Youngstein will b the guest of honor. Arthur Mayer wi introduce Youngstein, who will de liver the key address.

Columbia Executives To Coast for Meetings

From THE DAILY Bureau

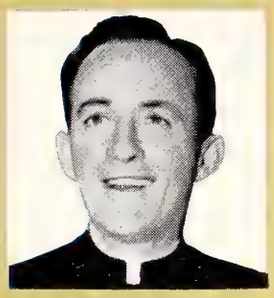
HOLLYWOOD, April 12.—To Columbia Pictures home office execu tives led by executive vice-presidet Abe Montague arrive at the studio to morrow to view footage from majo upcoming releases, including Willia Goetz's "They Came to Cordura Fred Kohlmar's "The Last Angr Man," and UPA's "Magoo's Arabia Nights."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Edito Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Was ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in th principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefell Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-Pre dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

SAVE TIME FOR ONE OF THE FINEST

in June

20th brings you an entertainment that will ring bells in your heart!



starring

BING CROSBY

as Father Conroy

a role to rank with his "Going My Way" and "The Bells of St. Mary's"



DEBBIE REYNOLDS

as Holly

now at the peak of her popularity with the public



ROBERT WAGNER

as Tony

America's favorite young actor today



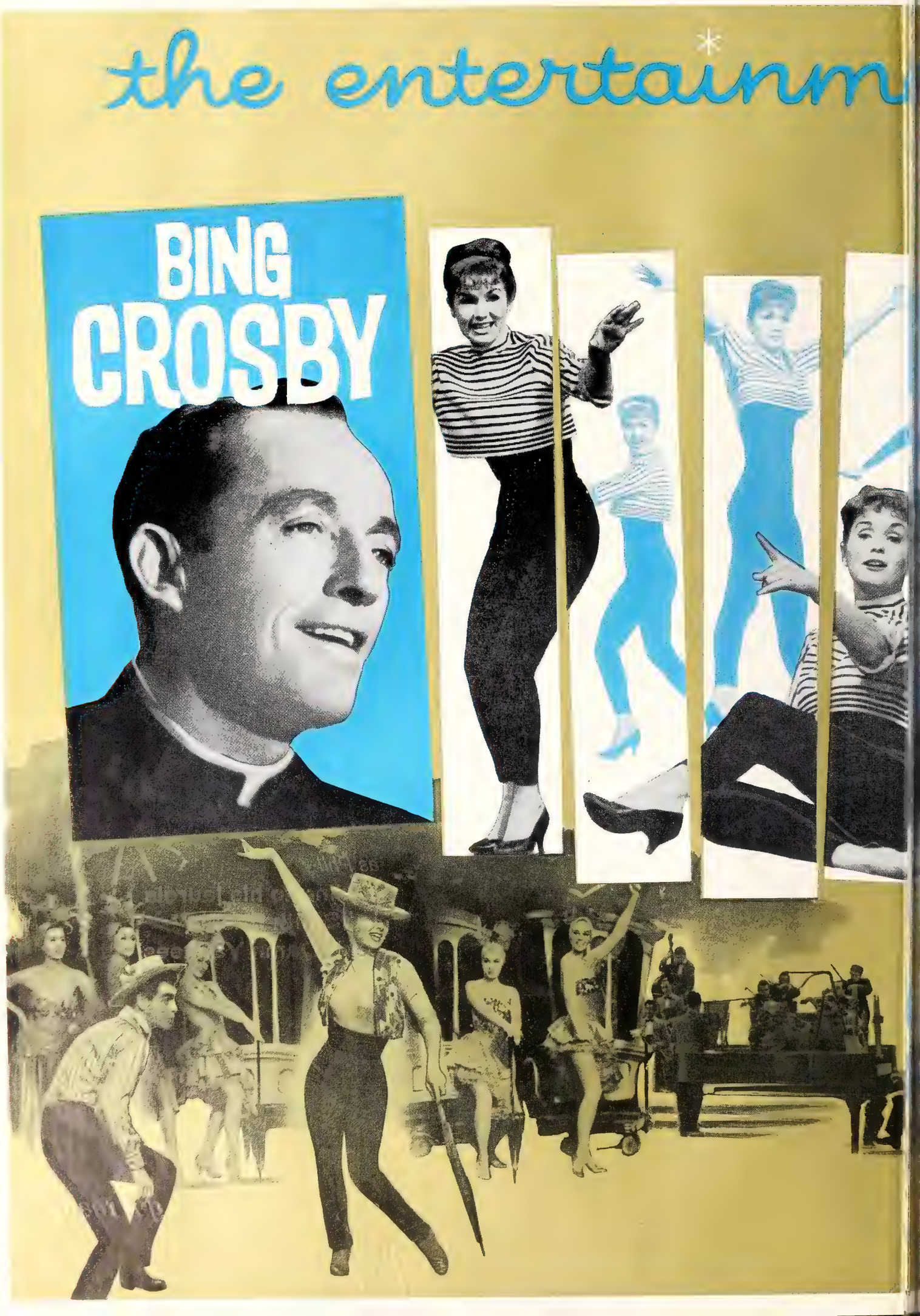
RAY WALSTON

as Phil

adding to his laurels in "South Pacific" and "Damn Yankees"

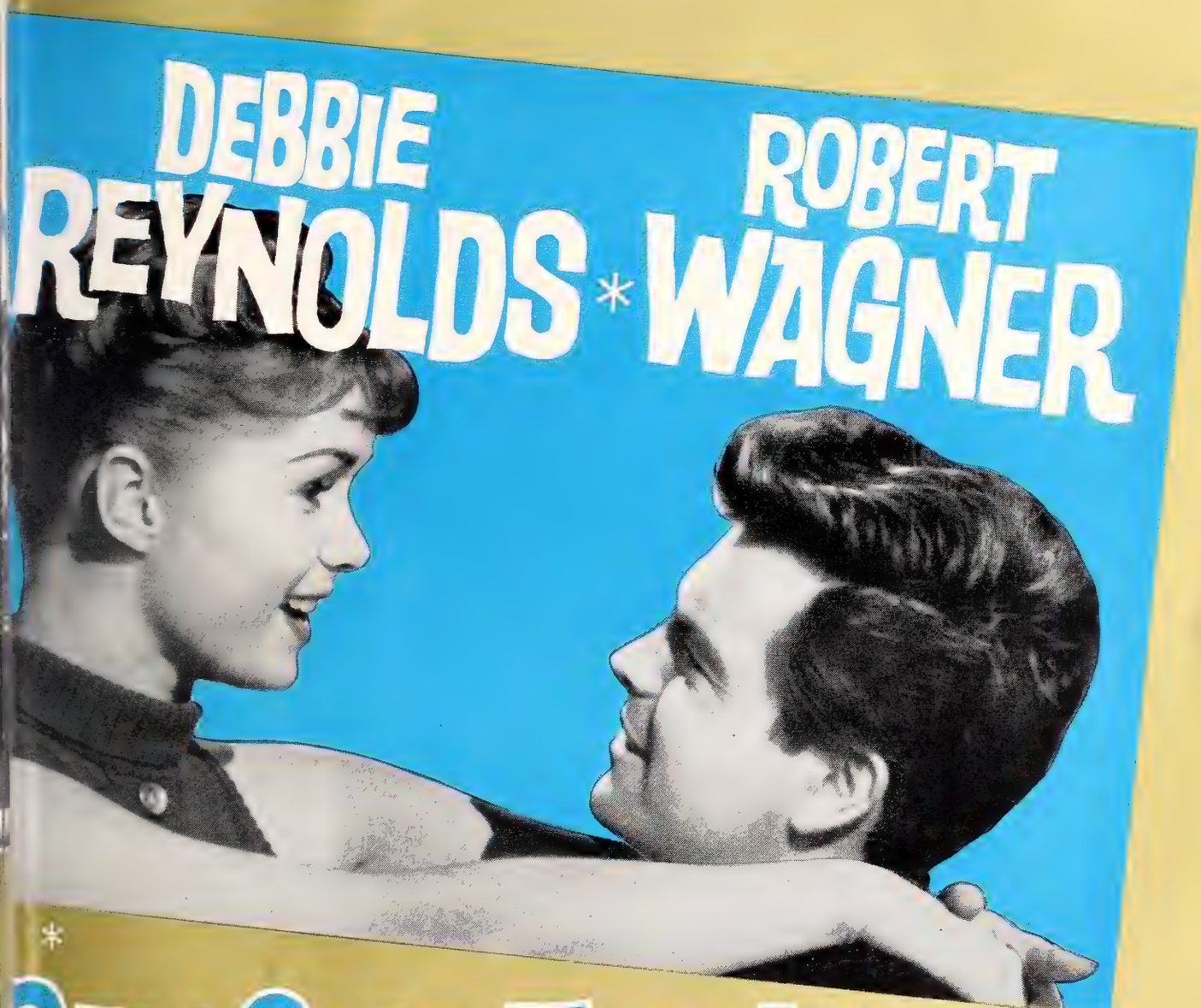


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the entertainm
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CROSBY

t of the year...

for the young and the old...for the whole family to see,
to enjoy, to fall in love with...



SAY ONE FOR ME

STARRING
AY WALSTON * PRODUCED AND DIRECTED BY FRANK TASHLIN * WRITTEN BY ROBERT O'BRIEN

CINEMASCOPE * COLOR by DE LUXE * STEREOPHONIC SOUND



QUIGLEY PUBLICATIONS

IN THE SERVICE OF THE AMERICAN MOTION PICTURE INDUSTRY THROUGHOUT THE WORLD FOR 44 YEARS

MOTION PICTURE HERALD

Foremost business weekly of the American motion picture industry . . . intensively national, extensively international in scope and circulation.

Better Theatres --- original and most authoritative publication devoted to the physical theatre, issued monthly as a section of the Herald.

Better Refreshment Merchandising --- monthly section of the Herald devoted to theatre vending, originating in a refreshment news department installed in the Herald in 1930.

MOTION PICTURE DAILY

Providing the industry with immediate spot news coverage, fully --- and accurately --- with a typographical scheme for easy finding, easy reading.

International MOTION PICTURE ALMANAC

Who's-Who and statistical annual of the motion picture industry, widely used within the industry, by the press and by research organizations in the U. S. and abroad.

International TELEVISION ALMANAC

Statistical annual of the television and radio industry --- a complete reference book on its companies, activities, personalities.

FAME

Annual audit of personalities of motion pictures and television in the U. S. and Great Britain, presenting the monthly and annual motion picture Box Office Champions.

TION PICTURE HERALD MERCHANDISING CONFERENCES

A to Sell 'Shake Hands' As A Hard-Hitting Action Melodrama'

By VINCENT CANBY

elaborate, hard-hitting advertising and exploitation campaigns being d by United Artists for its Pennebaker production, "Shake Hands with Devil," were outlined Thursday afternoon by U.A. executives at the fourth n in the latest *Motion Picture d* merchandising conference.

e picture, filmed at the new ore Studios near Dublin and the ull length feature to be filmed ly in Ireland, is an action melo- which has as its background 921 "troubles" with the British the especially infamous Black- ans. James Cagney, Don Mur- Dana Wynter and Glynis Johns he stars, with special feature rt from Michael Redgrave and Sybil Thorndike. Michael An- n, who won first fame with nd The World in 80 Days," ed for executive producers ge Glass and Walter Seltzer.

d Goldberg, executive assistant ger Lewis, United Artists' direc- f advertising, publicity and ex- tion, welcomed the exhibitor ates to the "Shake Hands" dis- n following a showing of the in the U.A. screening room.

No 'Soft-Selling'

We're not going to soft-sell this re," said Goldberg. "We're going l it for what it is—a hard-hitting melodama."

ldberg then outlined an advance kit which the company is pre- g for exhibitors on "Shake s." "This will be a complete kit," romised, "layouts, art work, all and sizes, in color and in black white. This won't be 'eye-wash,' arefully designed merchandising- g material." Kits will be ready il out to exhibitors about Apr. 15. cause the film is an action melo- ," Goldberg continued, "we we can best capture its excite- in special radio spots. We are ig three different series."

e first series will be five seconds long, or perhaps even shorter, and will feature simply the sound of a ricocheting bullet plus the title of the picture. The second series will be a little longer and feature the ricocheting bullet and the title as well as the names of the cast members. The third series will feature all these things in addition to what Goldberg described as "the full sell."

Lige Brien, director of special events, took over from Goldberg to outline the tie-ups which United Artists has scheduled for the picture. "We are concentrating," said Brien, "on national tie-ups which will be most helpful on the local level."

Tie-Up with Fawcett

One of the most extensive tie-ups he outlined is the one with Fawcett Publications for a pocket book edition of the novel by Reardon Conner from which the screenplay was adapted. Joining U.A. in the big "Shake Hands" push will be all the dealers and distributors of Fawcett Publications around the country.

Supplementary tie-ups will be made in clothing endorsements by Don Murray and Dana Wynter.

Joe Gould, United Artists advertising manager, showed the exhibitors the display ads and teasers which have been prepared for the film. The theme of the ads is a hand reaching through flames to pick up a pistol.

When questioned by the exhibitors as to why none of the ad copy stressed the locale or the Irish rebellion background, Gould said that such stress "tends to limit the audience," adding that exhibitors in areas where there are strong Irish populations could and should bring out this "Irishness" in their promotion.

Cram 'Highlights' of 'Earth' Campaign Into One Night

By SHERWIN KANE

Three men consumed an hour describing the still incomplete campaign plans for Universal's "This Earth Is Mine" at the *Motion Picture Herald* sponsored merchandising forum which followed the screening of the picture to a large exhibitor delegation in the Universal home office projection room last Thursday night.

Detailing the campaign plans were Philip Gerard, Eastern publicity manager; Jefferson Livingston, Eastern advertising manager, and Jerome Evans, exploitation manager.

The picture will have its premiere in San Francisco, June 25, and will open in many key situations immediately thereafter.

Gerard said the campaign must match the picture's "bigness" in conception, in story, cast, production, entertainment values and box office potential, and it was initiated with this in mind at the very beginning of production.

All Media to Be Used

Gerard and Livingston said that "only the highlights" of "the still incomplete" campaign would be covered. These include national magazine advertising in Life, Look, Redbook, Seventeen, McCall's, leading fan magazines, Sunday supplements and others; national publicity already generated by visits of more than 100 newsmen to the location scene in Napa Valley, California; a comprehensive kit of specially prepared publicity stories and magazine articles, complete stills, tie-ups with Henry King's 40th anniversary as a picture maker (he directed "Earth"); personality tours of cast members, perhaps including the stars Rock Hudson, Jean Simmons, Dorothy McGuire, Claude Rains and Kent Smith; a special national tour for Cindy Robbins, the picture's "new face," and tours by King.

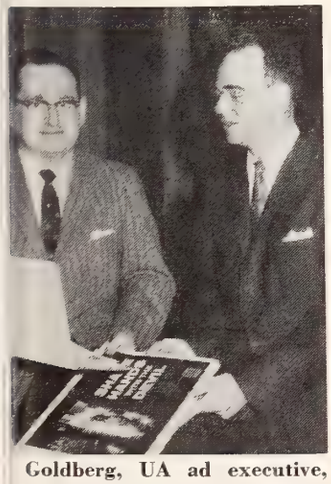
Other highlights of the campaign include special stories by syndicated columnists; television and radio campaigns on the scale of those done for "Perfect Furlough" and "Imitation of Life"; a wide variety of tie-ins, a paperback edition of the story—the romantic adventures and escapades of members of a California wine dynasty during the prohibition era; recordings of the title song by Don Cornell and of the sound track; tie-ups with Southern Pacific R.R., which is prominent in the film; Japanese camera contests and travel agency tie-ups with the scenic area in which the picture was filmed; an all-expense tour to the area as a contest prize sponsored by the Wine Institute, and numerous other stunts, not omitting wine baths and shampoos.

Recommendations Heard

Invited to contribute suggestions to the "incomplete" campaign, showmen at the forum advanced such recommendations as liberal disclosures in ads of "what the picture is about"; emphasis on the Technicolor and scenic backgrounds, particularly on radio and billboards for the out-of-doors summer season; liberal use of teaser trailers—"the more the better, but keep them brief"; placing emphasis on all the factors that the public cannot get on television.

The discussion was interesting, lively, continuing to 11 P.M. Listeners-in from Universal, in addition to those named, included Henry H. Martin, general sales manager; Charles Simonelli, Eastern advertising-publicity director; F. J. A. McCarthy, assistant sales manager; James Jordan, circuit sales manager; Morris Alin, Milton Livingston and others.

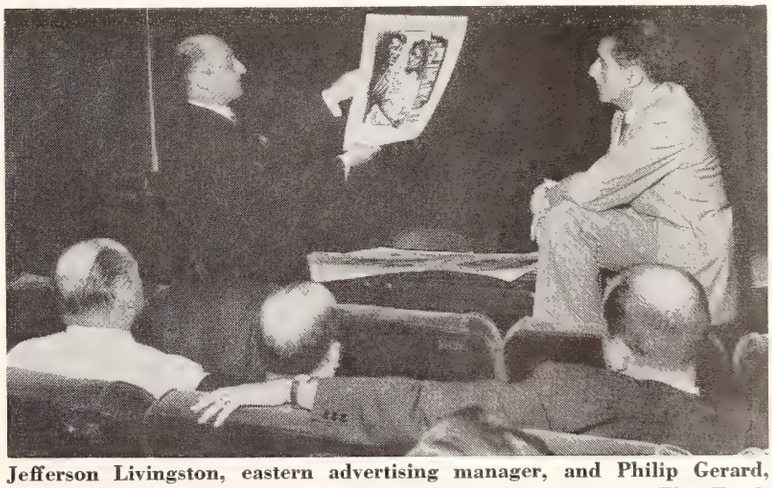
Gift baskets of wine from the Napa Valley accompanied the seminar participants home.



Goldberg, UA ad executive, Martin Quigley, Jr., discuss ke Hands with the Devil."



Joseph Gould, UA advertising manager, explains the campaign to the conference guests.



Jefferson Livingston, eastern advertising manager, and Philip Gerard, eastern publicity manager, present Universal's campaign for "This Earth is Mine."

Exhibitors Who Attended 'Herald' Product Merchandising Conferences

PAUL BAISE, *Walter Reade Theatres.*
SAM BENDHEIM, III, *Neighborhood Theatres,* Richmond, Va.
RICHARD BERNER, *Interboro Circuit.*
LOU BROWN, *Loew's Theatres,* New Haven, Conn.
EVERETT C. CALLOW, *Stanley Warner,* Philadelphia.
HENRY CAPOGNA, *Butterfield Circuit,* Detroit, Mich.
GERRY COLLINS, *Loew's Theatres,* Toronto, Canada.
ERNEST EMERLING, *Loew's Theatres.*
KARL FASICK, *Loew's Theatres,* Boston, Mass.
CHARLES FELLEMAN, *Walter Reade Theatres.*
AL FLOERSHEIMER, *TOA.*
EMANUEL FRISCH, *Randforce Amusement Corp.*
HARRY GOLDBERG, *Stanley Warner Corp.*
EDGAR GOTH, *Stanley Warner* Corp.
RUSS GRANT, *Loew's Theatres.*
LOU HART, zone manager, *Schine Circuit,* W. New York.
SAM HORWITZ, *Interboro Circuit.*
JACK HYNES, *Shea Theatres,* Youngstown, Ohio.
FRANK V. KING, *Shea Theatres.*
FREDERICK KUNKEL, *United Artists Theatres,* Pittsburgh, Pa.
GEORGE LANDERS, *Loew's Theatres,* Hartford, Conn.
RON LEONARD, *Odeon Theatres,* Toronto, Canada.
BLANCHE LIVINGSTON, *RKO Theatres.*
WILLARD MATTHEWS, *Comerford Theatres,* Scranton, Pa.
JACK MITCHELL, zone manager, *Schine Circuit,* E. & N. New York.
SEYMOUR MORRIS, *Schine Circuit,* Gloversville, N. Y.
EUGENE PLESHETTE, *Brooklyn Paramount.*
M. R. RAPPAPORT, *R F Theatres,* Baltimore, Md.
CHARLES M. REAGAN, *Greater Indianapolis Amusement Co.*
SAMUEL RINZLER, *Randforce Amusement Corp.*
THOMAS RODGERS, *Trans - Lux Theatres.*
EVERETT E. SEIBEL, *Minnesota Amusement Company.*
ROBERT K. SHAPIRO, *Paramount Theatre.*
JAMES SHANAHAN, *Loew's Theatres.*
HARRY SLITER, *Schine Circuit,* Lexington, Ky.
RAY SMITH, *Shea Theatres.*
HENRY SPIEGEL, *ABC-Paramount Theatres.*
HARRY UNTERFORT, zone maanger, *Schine Circuit,* Central New York.
LEE WILLIS, zone manager, *Schine Circuit,* Ohio.

THE BIG ONES...

are in LIFE



UNITED ARTISTS

I Want to Live!

starring

SUSAN HAYWARD

1958 Academy Award winner for best actress.

In LIFE's December 8, 1958 issue.

LIFE THE BIG ONE IN MOVIE SELLING

Meets Lauded

(*Continued from page* 1)

vertising and merchandising problems, and spent the evening viewing and analyzing the Paramount-Hal Wallis "Last Train from Gun Hill."

The Friday program started with a tour of the newly remodeled Loew's State theatre and a screening of MGM's "For the First Time." After lunch at the Astor they went to 20th Century-Fox for a screening of "Son of Robin Hood." Discussion of the campaign concluded the conferences.

'U' Executives

(*Continued from page* 1)

fect Furlough" to work out as planned, and added that he wished "Imitation of Life" could have had the benefit of the conference to add even more to its current success.

"Now, with the campaign for 'This Earth Is Mine' and with your further cooperation we can get the most out of this picture that today's market will allow," Martin said.

Gerard reiterated Martin's statement crediting last fall's merchandising conference with contributing "some important pluses to 'The Perfect Furlough' campaign and to the eventual success of the film."

"We are particularly grateful to Martin Quigley for inaugurating this series of showmanship forums," Gerard said. "The Quigley Publications deserve great credit for their initiative in conceiving these forums and for their dedicated interest in the welfare of our industry in bringing their ambitious plans to fruition."

Gerard continued: "Next to producing the product of our industry, there is no more important responsibility than the proper selling and merchandising of this product to our customers—the public—as these merchandising conferences so clearly recognize."

Livingston also mentioned the contributions of last fall's conference to "The Perfect Furlough" campaign and its success, adding that these helped to increase the picture's gross.

Commenting on another phase of conference usefulness, he said, "Thanks to Quigley Publications, this has been a wonderful opportunity for me to meet for the first time some of the people I've been doing business with by telephone for the past 10 years."

Goldstein to Columbia In Executive Capacity

From THE DAILY Bureau

HOLLYWOOD, April 12.—T. M. "Manny" Goldstein, veteran in studio production, will join Columbia Pictures tomorrow in an executive capacity. Goldstein for 17 years was treasurer and general manager at the Universal studios and more recently was studio manager at the Hal Roach plant.

PEOPLE

Leo Lax, who joined National T film Associates a year ago as Euro representatives has been named eral manager for NTA Internati operations in Italy, France, Belg and Luxembourg. He will headq ter in Paris.

□

Andrew M. Spheeris, of the To Theatre, Milwaukee, has been ele chairman of the National Fou tion's chapter in that city. It wil his third year in the post.

□

William Goldman, head of G man Theatres, Philadelphia, has named chairman of Freedom W which will be celebrated there June 28 through July 24. The pointment was made by **Mayor F ardson Dilworth.**

□

Benny Harris, recovered fro protracted illness, has returned to operation of his independent A ican Film Exchange in Philadel

□

Birk Binnard, formerly with ley Warner Theatres in Philadel as local zone advertising director, left the company.

Film Profits High

(*Continued from page* 1)

Value Line Investment Survey in its current issue.

"The fact is," the report "that even today's so-called 'cont ed' market is a vast one." The su points out that in the last four average weekly attendance has st ized at around 45,000,000 and that "in all likelihood this figure not change significantly in the ahead."

Annual revenues of the film in try in the United States are well $1,000,000,000, according to V Line, and another "several hun million dollars is derived abroad while the theatre comp "realize additional revenues concession sales."

Embassy Re-Trial

(*Continued from page* 1)

the Embassy suit stretched thr 65 trial days of approximately months in Judge Edward Mur court. The latter died last Dece before he could hand down a deci

All of the major studios and hibitors are defendants in the ca which Daniel O. McLean and L C. Dibble, operators of the Emb charged they were denied first product by the defendants for Market Street house.

Originally, attorney Robert Raven, Embassy attorney, had sented to a non-jury trial before J Murphy, but after the jurist's su death Raven moved for a new with a jury. This motion was bit opposed by defense council who argued a jury trial was unneces

KO Theatres' Grosses Up

(Continued from page 1)

standpoint. In 1958, RKO re- d a gross income of $24,830,142. nwartz told stockholders that ex- on still has many problems stem- from the storage of product and television, but that "despite two serious forces, the industry ing on a brighter look." He said ess is better this year because of ncerted effort to counteract the ems of the industry" on the part e American Congess of Exhibi- "We have met with producers," artz pointed out, "and met g ourselves."

Ad Budget Down Slightly

estioned by stockholders on ex- es of the company, Schwartz an- ed that RKO spent $1,200,000 on rtising and promotion in 1958, will spend about $100,000 less ear. It was pointed out that ad- ing expenditures for all other subsidiaries did not exceed $150,- last year.

was also reported that RKO al- an additional $700,000 to $800,- annually for the maintenance and vation of its 72 theatres in major in 13 states and the District of mbia. Citing the example of "one ur competitors" in the remodel- of the State Theatre on Broad- Schwartz said "we may have to job on some of our theates, though not to the same extent."

Schwartz also pointed out that RKO "may have to put in 70mm in more theatres, since there are going to be more of that type of picture." Then he added, "while we may have to make larger investments, I feel they will pay off. While our concern is to keep expenses down, we must still maintain patron comfort."

Continued consideration is always being given to the addition or sale of new theatre properties, according to both Schwartz and Albert A. List, chairman of the board of List Industries. The latter said that the pending sale of five properties with provision for lease-backs would bring $3,200,000 before taxes. Schwartz reported that RKO has tried to get into drive-in operations, but hasn't found the right deal, although a number of situations are available.

Films 'Don't Talk Back'

Schwartz was asked if there was a chance of vaudeville returning to the Palace theatre here, which is currently operating on a hard-ticket film policy. The RKO president said "we'll do with the Palace what we hope will produce the most revenue for the theatre. If it's wise to play a show, we'll play a show. But a picture's a little easier to run. Nobody talks back to you!"

aramount '58

(Continued from page 1)

shares then outstanding. The to- consolidated income for 1957, as rted at $4,783,000 or $2.47 per e, is after reduction of $642,000 esenting adjustment, in 1957, of stment in an affiliated company. ith respect to the fourth quarter 958, the consolidated net earnings from operations were $760,000 43 cents per share, based upon 1,755,888 shares outstanding at ary 3, 1959. Comparative earn- for the same period of 1957 were 88,000 or 61 cents per share d upon the 1,939,716 shares then anding. The total consolidated me in the fourth quarter of 1958 a net charge of $1,915,000 or 9 per share, due to year-end ad- nents of investments in affiliated panies.

nne' Midwest Bow as nefit on April 24

eorge Stevens' "The Diary of e Frank" will have its midwest- premiere in Chicago at the Mc- ers Theatre April 24 for the fit of the Chicago Federation of lements and Neighborhood Cen-

dlai Stevenson is a member of the fit committee along with many r prominent Illinoisans. Follow- the gala premiere, the film will n a reserved-seat, showcase en- ement.

Swiss Folk Performers To Appear at Music Hall

Thirty native Swiss folk performers —alphorn players, "plate rollers," flag-swingers and mountain yodelers—will be flown in from Switzerland to take part in Radio City Music Hall's next stage show, Leon Leonidoff, senior producer of the Rockefeller Center playhouse, announced here upon his return from Zurich.

The group, many of whom have never appeared outside their native mountain villages, will augment the Music Hall's company of Rockettes, Corps de Ballet and Symphony Orchestra in an all-Swiss stage spactacle which will be presented with the Music Hall's next film attraction, "Count Your Blessings."

Skiatron Had Net Loss Of $76,298 in 1958

Skiatron Electronics and Television Corp. had a net loss of $76,298 for the year ending Dec. 31, 1958, it was revealed in the company's annual report released here at the weekend. Skiatron, which is one of the leading proponents of toll television, ended the year with a deficit of $118,522.

President Arthur Levey reports that the company is ready to go with either a wire or over-the-air operation whenever government approval is received. A study of the potentials of a limited operation under rules set forth last month by the Federal Communications Commission is underway, according to Levey.

AUDREY HEPBURN IN

FRED ZINNEMANN'S PRODUCTION OF

THE NUN'S STORY

TECHNICOLOR®



WARNER BROS.
IS PROUD TO
ANNOUNCE THAT
SPECIAL INVITATIONAL
THEATRE SCREENINGS
FOR THE TRADE
WILL BE HELD
ON APRIL 27

ALBANY—Madison 2:00 PM
ATLANTA—Rhodes 10:30 AM
BOSTON—Capitol 2:15 PM
Allston, Mass.
BUFFALO—Cinema 8:00 PM
CHARLOTTE—Dilworth 10:00 AM
CHICAGO—Century 10:00 AM
CINCINNATI—Esquire 2:00 PM
CLEVELAND—Colony 2:15 PM
DALLAS—Palace 9:00 AM
DENVER—Ogden 1:30 PM
DES MOINES—Uptown 2:00 PM
DETROIT—Madison 10:00 AM
INDIANAPOLIS—Uptown 8:00 PM
JACKSONVILLE—Florida 10:00 AM
KANSAS CITY—Fairway 1:30 PM
Kansas City, Kan.
LOS ANGELES—Fox Boulevard 1:30 PM
MEMPHIS—Warner 10:00 AM
MILWAUKEE—Alhambra 10:00 AM
MINNEAPOLIS—Uptown 2:00 PM
NEW HAVEN—Roger Sherman 10:00 AM
NEW ORLEANS—Tiger 8:15 PM
NEW YORK—R.K.O. 58th St. 10:00 AM
OKLAHOMA CITY—Midwest 10:00 AM
OMAHA—Center 1:30 PM
PHILADELPHIA—Logan 1:30 PM
PITTSBURGH—Manor 11:00 AM
PORTLAND—21st Ave. 2:00 PM
SALT LAKE CITY—Centre 10:00 AM
SAN FRANCISCO—Alhambra 1:30 PM
SEATTLE—Music Box 10:00 AM
ST. LOUIS—St. Louis 10:00 AM
WASHINGTON—Ambassador 10:00 AM

CO-STARRING
PETER FINCH • DAME EDITH EVANS • DAME PEGGY ASHCROFT
DEAN JAGGER WITH MILDRED DUNNOCK • SCREENPLAY BY ROBERT ANDERSON
MUSIC COMPOSED AND CONDUCTED BY FRANZ WAXMAN • PRODUCED BY HENRY BLANKE
DIRECTED BY FRED ZINNEMANN

Chappell and Co. Inc., salutes

Alan Jay Lerner & Frederick Loewe

on their winning

The Academy Award for

Best Song



All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

85, NO. 70 NEW YORK, U.S.A., TUESDAY, APRIL 14, 1959 TEN CENTS

CONSTRUCTIVE VALUE OF 'HERALD' MEETS HAILED

The tremendous constructive value for all concerned of the merchandising conferences sponsored by *Motion Picture Herald* in New York was emphasized last Friday, the concluding day of the three-day affair. Silas F. Seadler, advertising manager of M-G-M, at the Astor Hotel luncheon which followed the screening and discussion of the M-G-M film, took the opportunity to express his deep gratification to Martin Quigley and Martin Quigley, Jr., for holding the conferences.

At the same luncheon, Seymour Morris, director of advertising and publicity for the Schine circuit, with headquarters in Gloversville, N. Y., announced that he planned a promotional contest among managers of the circuit, the winner or winners to be the circuit's guests at the next series of merchandising conferences, which probably will be held in late September or October. Martin Quigley, Jr., emphasized that this, the second series of conferences, was much better attended than the initial

For M-G-M's "For the First Time" Conference see page 5.

For 20th-Fox's "Robin Hood" Conference see page 5.

List of Exhibitors Who Attended on page 4.

(*Continued on page* 4)

ependents

·oducers in ·itain Form wn Company

ed Bryanston Films; ded by Balcon, Setton

By WILLIAM PAY

NDON, April 13.—Sixteen lead- ·itish film producers have joined to form their own production listribution company. The new zation will be known as Bryan- Films Ltd. Sir Michael Balcon e chairman and Maxwell Set- anaging director.

h of the producers, represent- l "teams" in all, will invest his money in the venture and fur- financial support is being sup- by Gerald and Kenneth Ship-

(*Continued on page* 2)

or Youngstein at PA Luncheon Today

x E. Youngstein, vice-president nited Artists, will be guest of at the annual luncheon of the iated Motion Picture Advertisers oday, which more than 200 in- leaders are expected to attend. ffair will be held in the Geor-

(*Continued on page* 2)

gy' Advance Here ady $83,670

vance sales for the engagement muel Goldwyn's "Porgy and at the Warner Theatre here g June 24 had reached $83,670 day. The figure represented and organization block sales through a special unit set up lumbia Pictures, distributors of odd-AO film.

lers to date range through Oc- and the bulk was received to the announcement of theatre pening date. In addition numer- elephone requests from individ- have been received at the thea- d arrangements are being made ndle these orders as soon as re- l seat tickets are put on sale.

Industry Joining in National Library Week

Participation of the film industry in National Library Week, which began Sunday and continues through next Sunday was announced yesterday by the advertising and publicity directors committee of the Motion Picture Association, headed by Charles Simonelli.

In saluting National Library Week the ad-publicity directors committee prepared a special poster to be used in libraries. The poster, 17x22 inches, in three colors, carries the titles of 16 successful novels which recently have been released as motion pictures or are scheduled to be released shortly.

Copies of the poster, together with

(*Continued on page* 3)

Arwin Expands Slate to 12 Features, 1959-1961

From THE DAILY Bureau

HOLLYWOOD, April 13. — Arwin Productions, company headed by Martin Melcher, has expanded its current program from six to 12 features to be filmed within the 1959-61 period, at an overall budget allocation of $24,000,000, it was announced today.

Six new co-production deals involve commitments of three features each to MGM and Universal. Present commitments are allocated to MGM, Universal and Columbia, which will star

(*Continued on page* 4)

Fox Maintains Staffs In Three U.K. Cities

From THE DAILY Bureau

LONDON, Apil 11 (by Air Mail)—Under its streamlining policy, the London, Liverpool and Newcastle sales branches of 20th Century-Fox are to cease to exist as such, but the company states that in each branch it will continue to maintain a sales force and dispatch department together with a skeleton administrative staff.

In a statement to the trade the company's managing director, James Pattinson, said, "experience has shown

(*Continued on page* 2)

Harris Bill Covers Only Home-Reception Pay-TV

From THE DAILY Bureau

WASHINGTON, April 13. — The Harris bill to give the Federal Communications Commission control over wire pay-television applies only to pay-TV for home reception. Some industry officials had considered the bill broad enough to cover pay-TV by wire going into theates.

The bill wasn't available until today, but a perusal of it shows that it applies specifically to pay-TV programs "transmitted by wire and intended to be received by home television receiving sets."

In Kansas

Films on TV Ruled Subject To Censorship

Decision Seen Having Far-Reaching Results

Special to THE DAILY

KANSAS CITY, April 13.—Television stations in Kansas showing motion picture films must have the movies examined and approved by the state board of review, John Anderson, Jr., Kansas attorney general, said in an opinion announced at the weekend.

The state official's decision, made as the result of a request from Robert Duncan, Atchison County, Kan., attorney, is expected to have far-reaching results and to stir anew the controversy over censorship.

The attorney general also said in the opinion that films and reels publicly exhibited at Kansas State University and the University of Kansas and 16mm movies publicly displayed

(*Continued on page* 3)

MPA Sets Committee To Meet ACE May 12

The Motion Picture Association has created a committee on exhibitor relations which will meet with a committee of the American Congress of Exhibitors on May 12 to discuss exhibitor-distributor problems, the MPAA announced yesterday on the eve of a meeting of ACE's executive committee here today.

Named to the MPAA exhibitor relations committee were Spyros Skou-

(*Continued on page* 2)

Para. Will Re-Release Two Presley Pictures

Paramount Pictures yesterday announced plans to re-release two of Elvis Presley's biggest film hits, "Loving You" and "King Creole." The Hal Wallis productions have been scheduled for reissue in June for showing singly or as a double bill.

News stories from West Germany about Presley's army experiences and

(*Continued on page* 2)

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, left here yesterday for Europe to confer with company officials in Paris, London and Rome.

•

EDWARD R. SVIGALS, vice-president in charge of sales for Trans-Lux Distributing Corp., left New York yesterday for Los Angeles.

•

GEORGE E. LANDERS, E. M. Loew's Theatres division manager in Hartford, has returned there from New York.

•

NATHAN COHEN, director of Anglo Amalgamated (Film Distributors) Ltd., has returned to London from New York via B.O.A.C.

•

HARRY ACKERMAN, Screen Gems vice-president in charge of production, will leave Hollywood today for England.

•

MAUREEN O'HARA will leave New York today for Cuba to start work in "Our Man in Havana."

•

FRANK CAPRA has returned to Hollywood from New York.

•

SY WEINTRAUB and HARVEY HAYUTIN, producer, have arrived in New York, the former from London, the latter from Hollywood, for conferences with Paramount home office executives.

•

VICTOR J. HOARE, deputy managing director of Lion International Films, Ltd., will leave London today for New York.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
AUDREY HEPBURN • ANTHONY PERKINS
In "GREEN MANSIONS"
Co-starring LEE J. COBB
SESSUE HAYAKAWA • HENRY SILVA
In METROCOLOR and CinemaScope
An M-G-M Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

SHOWMEN'S CHOICE FOR THIS and EVERY YEAR
for The BEST SPECIAL TRAILERS
filmack
1327 S. Wabash CHICAGO 5, ILL. TWO PLANTS 630 Ninth Ave. New York, N.Y.

British Producers Join Forces

(Continued from page 1)

man with Alliance Film Studios, British Lion Films, Denhan Laboratories and Lloyds Bank. The total capital available is set at £1,000,000 ($2,800,000).

It is anticipated that output of the combine for the first year will be six films.

British Lion, which has long been a major outlet for independent film production in this country, is also giving the new group important backing by putting its physical distribution resources in the United Kingdom at their disposal. Distribution overseas will be arranged in association with Lion International.

Producers to Control Policy

However, the selection of subjects, casting and production, and policy governing the sale of their films both at home and abroad will be determined by the film-makers themselves, in collaboration with British Lion.

Bryanston Films will provide an outlet to its members for their product additional to other outlets available to them.

The company also will welcome the submission of projects by outside producers who are seeking a distribution guarantee.

Sir Michael Balcon will shortly be making a further announcement about his other plans. He recently ended a 20-year association with Ealing Films.

Will Work at 3 Studios

The group will make their films at Shepperton, Twickenham and Beaconsfield.

Producer members of the company, in addition to Sir Michael and Setton, include Aubrey Baring, George Brown, Monja Danischewsky, David Dent, Basil Dearden, Michael Relph, Charles Frend, Norman Priggen, Colin Leslie, Ronald Neame, John Bryan, Albert Fennell, Julian Wintle and Leslie Parkyn.

Cite Youngstein

(Continued from page 1)

gian Room of the Hotel Piccadilly.

Arthur Mayer will introduce Youngstein, who will deliver the key address.

UA executives on the dais will include Arthur B. Krim, Robert S. Benjamin, William J. Heineman, Arnold M. Picker, Seymour M. Peyser, Herbert L. Golden, and James R. Velde.

The company's promotion department will be represented by Roger H. Lewis, Fred Goldberg, Mort Nathanson, Joe Gould, and Mori Krushen.

Para. Re-Releasing

(Continued from page 1)

columnists' speculations concerning the kind of entertainment career he will pursue following his discharge have been keeping public interest in the singer at a high pitch, the company said.

Paramount is planning intensive promotion of the Presley re-releases, which will play in theatres throughout the U. S. and Canada in June.

Para. Operating Net

Due to a printing error, Paramount Pictures' estimated consolidated net earnings for 1958 were reported in yesterday's MOTION PICTURE DAILY at $12,554,000, whereas that figure represents total consolidated income, including special items, for the year. Estimated consolidated net earnings from operations was $4,567,000.

MGA Musicians Win In Dispute with AFM

From THE DAILY Bureau

LOS ANGELES, April 13. — The American Federation of Musicians and Local 47 today agreed to cease and desist from requiring employers and their agents (orchestra managers, contractors and leaders) to comply with the AFM constitution and by-laws in all collective bargaining agreements affecting interstate commerce, including agreement with motion pictures, TV film, TV network and recording fields.

The Federation and Local 47 further agreed to pay damages to Milton Bernhart and William Hinshaw, musicians filing charges which led to the NLRB action, for loss of earnings suffered by them.

Bernhart and Hinshaw are members of Musicians Guild of America which welcomed the NLRB order as "part of its program of eliminating control of the Federation over the employment of musicians."

Two AB-PT Dividends

The board of directors of American Broadcasting - Paramount Theatres have declared second quarter dividends of 25 cents on common stock and 25 cents on preferred, both payable June 15 to stockholders as of record May 22.

'Hot' Does $65,896

United Artists' "Some Like It Hot" grossed $65,896 at Loew's State Theatre here for the second week which ended Sunday.

To Build New Theatre For Cinerama in Chile

A Cinerama theatre will be in Santiago de Chile by Aleja Mendez, leading Chilean arch and his partner, Alberto Merlet cording to an announcement her B. G. Kranze, vice-president of ley Warner Cinerama Corp. marks the first new Cinerama th to be built. In other cities throug the world theatres have been re elled to house the special Cine equipment.

Chile will be the sixteenth fo country to have Cinerama.

Fox Maintai

(Continued from page 1)

that, in the changing condition distribution since the introductic CinemaScope pictures, more more bookings, sales, publicity administration is being done by office and a progressively smaller portion by the branches.

'Must Move with the Time

"The motion picture business, any other business, must move the times. We at Fox are being istic and moving with, or tryir anticipate, the trend of distribut

MPA Committee

(Continued from page 1)

ras, 20th Century-Fox president thur Krim, United Artists presi and Eric Johnston, MPAA presi who made the appointments.

Johnston advised S. H. Fa ACE chairman, of the naming o committee and invited a committ ACE to meet with it at luncheo the Harvard Club here, May 12

The ACE executive committee meet at the Stanley Warner hom fice board room today for its session since February. Its agend not been disclosed.

'U' Dividend $1.06

The board of directors of Uni Pictures has declared a quarterly idend of $1.0625 per share o 4¼ per cent cumulative pref stock of the company. The div is payable June 1 to stockholde record on May 15.

Ira H. Morgan Dies

SAN FRANCISCO, April 1 Funeral services will be held in lywood this week for Ira H. Morgan, 70, pioneer motion p cameraman, who retired three ago following activity in the in since 1907. A widower, he is sur by a sister and brother, both o city.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors, Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copie

lms on TV

(Continued from page 1)

state are subject to review by nsorship agency.

should be pointed out," Anderdded, "that films displayed for educational, charitable or res purposes may be exempt the payment of a fee for nation as a waiver of the fee hin the discretion of the Board view. It is our opinion, however, a special permit must be ob- from the Board of Review for exhibition of each individual r reel."

ustry Joining

(Continued from page 1)

morandum citing the industry's ration in support of National y Week, were sent to 4500 key es throughout the country.

pictures are: Allied Artists: of Montmartre," "79 Park Ave- Columbia: "They Came to ra," "The Last Angry Man"; M: "Green Mansions," "Count Blessings"; Paramount: "The Orchid," "Tempest," from Al- er Pushkin's "The Captain's hter"; Twentieth Century-Fox: Diary of Anne Frank," "The and the Fury"; United Artists: he Beach," "Exodus"; Univer- Spartacus," "The Ugly Ameri- Warner Bros.: "The FBI Story" The Nun's Story."

'Black Museum' Slated For Multiple Booking

American - International's "Horrors of the Black Museum" will open at the Brooklyn Paramount on Friday, April 17, and two weeks later will begin a saturation engagement on Friday, May 1, throughout the metropolitan area in more than 100 theatres with RKO, Skouras, Century, Randforce, Stanley-Warner and other top circuits and theatres participating. The film introduces "Hypno-Vista," in a 12-minute prologue described as "aiming at conditioning audiences to a point where they actually feel and experience emotionally and psychologically much of the action."

S-W Books 'Heaven'

Following the Boston opening of "Embezzled Heaven," Louis de Rochemont Associates release, Stanley Warner has booked the film in ten situations in the New England area. First engagements of the picture are May 13 at the Majestic, Providence, R. I., and the Capitol, Springfield, Mass.

George Ebeck Dies

ST. PETERSBURG, Fla., April 13—George Ebeck, owner of the Capital Theatre, Mount Gilead, O., until he sold it in 1946 to Frank Slavik, died suddenly here, where he and Mrs. Ebeck have made their home for the past 10 years.

THE BIG ONES...

are in LIFE

UNITED ARTISTS

THE DEFIANT ONES



958 Academy Award Winner: Black & White nematography, Original Story & Screen Play

n LIFE's August 11, 1958 issue.

IFE THE BIG ONE IN MOVIE SELLING

PEOPLE

Dave Rosen, Philadelphia independent distributor, has taken over distribution in that area of the Film Group product.

□

Robert Gates, associated with the Neth circuit in Ohio for the past seven years, has been named manager of the RKO Grand Theatre, Columbus.

□

Samuel T. Wilson, theatre and music critic of the "Columbus (Ohio) Dispatch," will receive on May 2 the honorary degree of Doctor of Humanities from Capital University in that city.

□

John Hubb, for many years office manager of the Paramount branch in Atlanta, is leaving that post to go with Wilby-Kincey Service as assistant to **James Harrison.**

□

Wesley Teeple, formerly associated with the Rivoli Theatre here, has been named manager of the Riverview Theatre, Fabian house in Schenectady, N. Y.

New Company Formed To Produce in N.Y.

Producers Herbert Leder and Monroe Sachson yesterday announced the formation of a new motion picture production company to be called Le-Sac Productions with temporary headquarters at Hal Roach Distribution Corporation office here.

A schedule of three productions a year is planned with the first release to be "Pretty Boy Floyd." Negotiations are now underway for Ralph Meeker to portray the title role.

Production on "Pretty Boy Floyd" is expected to start on or about May 25 in New York. Le-Sac plans to film all its productions in the East utilizing New York talent and facilities.

Montana Meeting May 5

The annual convention of the Montana Theatre Association, an affiliate of Theatre Owners of America, originally scheduled for April 28-29 at the Northern Hotel, Billings, has been redated for May 5-6 at the same site. George Roscoe, TOA director of exhibitor relations, will be among the speakers.

Lipow Heads Salesmen

CLEVELAND, April 13—The Salesman's Club of this city has elected Jerry Lipow of Paramount to succeed Martin Grassgreen of Columbia as president for the current year. Nat Barach, National Screen Service branch manager, was named vice-president; Sam Licter, of 20th Century-Fox was elected treasurer.

"HORRORS OF THE BLACK MUSEUM"

in

HYPNO VISTA

CINEMASCOPE and Blood Curdling Color

American International PICTURES

Arwin Slate

(Continued from page 1)

Melcher's wife, Doris Day, actress and vocalist.

Emerging as one of the new major independent producing organizations, Arwin plans to streamline its operational overhead "utilizing every dollar potential primarily for entertainment," and signing top talent and department heads on a picture-to-picture basis, it was announced.

Expansion plans also include a music publishing and record division, already established by Arwin, with branch offices now operating in London and New York.

Forecasting a shorter work week and more leisure time for entertainment, Melcher stated "it is up to us in this phase of entertainment to compete with other industries for the increasing entertainment dollar and leisure time being made available to us."

'Compulsion' Is Big

Darryl F. Zanuck Productions "Compulsion" is off to a record start in New York, Miami and Boston, according to reports from theatres in those key cities. At the Miami, Miracle and Carib theatres in the Miami area the 20th-Fox release racked up $27,393 for the three-day weekend. At the Gary in Boston, "Compulsion" scored a $9,467 opening weekend.

Gleason Mass Tomorrow

LOS ANGELES, April 13.—A Rosary service for actor-playwright James Gleason, 76, who died last night at the Motion Picture Country House and Hospital, will be held tomorrow night at St. Martin of Tours, West Los Angeles.

Requiem mass at 9:30 A. M. Wednesday will be followed by interment at Holy Cross Cemetery.

'Seas' to Continue

CLEVELAND, April 13.—Stanley Warner Cinerama's lease of the Palace Theatre here expired on Sunday but its current booking, "Cinerama South Seas Adventure," will continue its run without interruption under a film deal negotiated by B. G. Kranze, vice-president of Stanley Warner Cinerama, with Samuel Silk and William Halperin, owners of the Palace Theatre building. Silk and Halperin will operate the theatre themselves.

When "Cinerama South Seas Adventure" ends its run, the theatre will continue to show Cinerama with the re-run of the first four Cinerama presentations, beginning with "This Is Cinerama."

Exhibitors Who Attended 'Herald' Product Merchandising Conferences

PAUL BAISE, *Walter Reade Theatres.*

SAM BENDHEIM, III, *Neighborhood Theatres,* Richmond, Va.

RICHARD BERNER, *Interboro Circuit.*

LOU BROWN, *Loew's Theatres,* New Haven, Conn.

EVERETT C. CALLOW, *Stanley Warner,* Philadelphia.

HENRY CAPOGNA, *Butterfield Circuit,* Detroit, Mich.

GERRY COLLINS, *Loew's Theatres,* Toronto, Canada.

ERNEST EMERLING, *Loew's Theatres.*

KARL FASICK, *Loew's Theatres,* Boston, Mass.

CHARLES FELLEMAN, *Walter Reade Theatres.*

AL FLOERSHEIMER, *TOA.*

EMANUEL FRISCH, *Randforce Amusement Corp.*

HARRY GOLDBERG, *Stanley Warner Corp.*

L. R. GOLDING, *Fabian Theatres.*

EDGAR GOTH, *Stanley Warner* Corp.

RUSS GRANT, *Loew's Theatres.*

LOU HART, zone manager, *Schine Circuit,* W. New York.

SAM HORWITZ, *Interboro Circuit.*

JACK HYNES, *Shea Theatres,* Youngstown, Ohio.

FRANK V. KING, *Shea Theatres.*

FREDERICK KUNKEL, *United Artists Theatres,* Pittsburgh, Pa.

GEORGE LANDERS, *Loew's Theatres,* Hartford, Conn.

RON LEONARD, *Odeon Theatres,* Toronto, Canada.

BLANCHE LIVINGSTON, *RKO Theatres.*

WILLARD MATTHEWS, *Comerford Theatres,* Scranton, Pa.

JACK MITCHELL, zone manager, *Schine Circuit,* E. & N. New York.

SEYMOUR MORRIS, *Schine Circuit,* Gloversville, N. Y.

EUGENE PLESHETTE, *Brooklyn Paramount.*

M. R. RAPPAPORT, *R F Theatres,* Baltimore, Md.

CHARLES M. REAGAN, *Greater Indianapolis Amusement Co.*

SAMUEL RINZLER, *Randforce Amusement Corp.*

THOMAS RODGERS, *Trans - Lux Theatres.*

EVERETT E. SEIBEL, *Minnesota Amusement Company.*

ROBERT K. SHAPIRO, *Paramount Theatre.*

JAMES SHANAHAN, *Loew's Theatres.*

HARRY SLITER, *Schine Circuit,* Lexington, Ky.

RAY SMITH, *Shea Theatres.*

HENRY SPIEGEL, *ABC-Paramount Theatres.*

HARRY UNTERFORT, zone maanger, *Schine Circuit,* Central New York.

LEE WILLIS, zone manager, *Schine Circuit,* Ohio.

'Life' Continues Big With Many Holdovers

Universal's "Imitation of Life" continued to roll up record business in new openings this past week while holding in virtually every key situation where it opened originally in the pre-Easter period. Business was ahead of "The Glenn Miller Story," the company's all-time record holder, executives said yesterday.

Record openings were achieved starting late last week at the St. Louis Theatre in St. Louis, where the film did $16,300 in three days; the Fox in Atlanta, $13,000 in three days; the Paramount, New Haven, $10,500 in five days; the Gateway in Fort Lauderdale, $8,700 in five days; Florida in Jacksonville, $6,100 in three days; and the Florida, West Palm Beach, $5,800 in three days.

Miss Michaels to Tour

Dolores Michaels, star of 20th Century-Fox's "Warlock" is making one of the most extensive single-area tours in the history of the film company throughout the Kansas City area this week.

The tour will take the actress to cities, towns, small hamlets and tiny villages throughout the area, where she will meet the press, radio and TV representatives, attend various functions held in her honor and aid in the pre-selling of "Warlock."

Woods Books 'Murder'

Otto Preminger's "Anatomy of a Murder," currently being filmed on location in Michigan has been given a July booking in a third major house, the Woods Theatre in Chicago, it was announced yesterday by Rube Jackter, Columbia Pictures vice-president and general sales manager. The Columbia release had previously been booked into the Criterion Theatre in New York, and the Stanley Warner Theatre in Beverly Hills.

Meets Laude

(Continued from page 1)

series, and that a greater degr support was to be expected fo ture meetings.

Seadler, referring to the F morning session on the M-G-M "For the First Time," declared: (meaning the M-G-M promot executives) got a tremendous am of value from the meeting this m ing."

Circuit Officials Praised

Quigley, Jr., at the luncheon tribute to the enthusiastic suppo the conferences of Morris and E Emerling, vice-president and di of advertising and publicity Loew's Theatres. Emerling was early Friday morning to the vi exhibitor representatives in a to the completely remodeled L State theatre on Broadway. The itors were quite obviously impr by the modern decor, the app comfort and efficient design of th modeled house in which the cap has been reduced advantageously 3,316 to 1,885 in the interest greater comfort and convenienc patrons.

Screening Followed Luncheo

Following luncheon Friday, group assembled at the 20th Cen Fox home office for screening discussion on 'Son of Robin Hoo

Cardinal Sponsors Fi

BOSTON, April 13. — Ri Cardinal Cushing will attend New England premiere of "Cine South Seas Adventure," at the B Theatre, Thursday evening, whi a benefit for the Cardinal Cu Charity Fund. Cardinal Cush sponsorship of the new Cinerama duction marks the second time h supported Cinerama presentation 1957, before he was named to Sacred College of Cardinals by John XXIII, Archbishop Cu sponsored the local Cinerama miere of "Search for Paradise," a same theatre.

Peck to Make Traile

HOLLYWOOD, April 13. — gory Peck will film a special t Wednesday at the Goldwyn st for his Melville Productions Chop Hill," which will be put release in mid-May.

Peck plans a personal cam later this month, with appearanc a half dozen key cities for press, and TV interviews.

THE GEVAERT CO. OF AMERICA, INC.
GEVAERT
Sales Offices and Warehouses at
Photographic materials of extraordinary quality for over half a century
321 West 54th Street, New York 19, New York
6601 N. Lincoln Ave., Lincolnwood, Ill. (Chicago)
6370 Santa Monica Blvd., Los Angeles 38, California
1355 Conant Street, Dallas 7, Texas
1925 Blake St., Denver 2, Colorado
A Comp Line of Professi Cine Fil

TION PICTURE HERALD MERCHANDISING CONFERENCES

ox Demonstrates Colorful ampaign for 'Robin Hood'

By VINCENT CANBY

ntieth Century-Fox Friday afternoon, at the final session in the second of merchandising conferences sponsored by *Motion Picture Herald*, not old exhibitors all about the forthcoming campaign for "The Son of Hood," but also demonstrated orfully and dramatically with ffect.

he screening of the film which ed the selling forum the com- nvited 50 local school children. the kids (and the exhibitors) got e elevator at the home office floor they immediately found lves in Sherwood Forest: a bower put together in the ing room foyer earlier that day horticulture experts in the Fox ation department.

on of Robin Hood himself in ie complete with bow and ar- was on hand to greet the small d present Robin Hood favors. as all free and it was a tremen- show which Charles Einfeld, resident in charge of advertis- d publicity, and his staff put on e exhibitors as well as for the Joining Einfeld in the post- ing forum were Alex Harrison, l sales manager; Abe Good- advertising director; Rodney exploitation director, and Mar- chel, radio and TV manager.

ore getting the discussion under- both Einfeld and Harrison took portunity to thank Quigley Pub- ns for its leadership in sponsor- e merchandising sessions. Said on: "I hope they will be ex- l even further. I'm going to to other distributors about en- ging greater representation of ors from all parts of this coun- d Canada."

ning then to the specific busi- ness at hand, Einfeld called "The Son of Robin Hood" an attraction "that has been pre-sold via the television show, 'The Adventures of Robin Hood,' for two solid years. And your theatre is the only place where the audience can see it." This is the key to the campaign: "First Time on the Screen! Cannot be Seen on TV!"

The film, an Ago poduction, was photographed in England in Cinema-Scope and DeLuxe Color and stars Al Hedison ("The Fly"), June Laverick and David Farrar.

Goodman described the "doubled-barreled" advertising approach that is aiming at the children as well as all action and adventure fans. Using slides he showed the exhibitors the various ad layouts now being set, all stressing "first time on screen."

Title Song a Selling Point

A key point of the campaign, and likely to be a hit for some years to come, is the title song written expressly for the promotion campaign. It is simple and rhythmic, the kind that kids will be able to hum easily.

Bush told the exhibitors of the 10 "do-it-yourself" exploitation ideas in the pressbook, to be issued well before the film's release in middle and late June, and described ways and means to stimulate concession sales. He also pointed out that the film is a natural for colorful theatre front art work. "It is my opinion," he concluded, "that there is good showmanship in theatres today."



'ox executives greeting some of the young guests who saw "Son of Hood" in company with exhibitors attending the Motion Picture Herald andising conferences. From left to right are Charles Einfeld, vice-pres- in charge of advertising and publicity; Martin Moskowitz, Eastern on manager; C. Glenn Norris, Central and Canadian Division manager; Harrison, general sales manager; and "Robin Hood."

Stress Color, Appeal to Young In Campaign for 'First Time'

By CHARLES S. AARONSON

The value of constructive discussion of a promotional campaign on a film which is still several months from release date was stressed Friday morning following a screening of the new MGM film, "For the First Time," on the final day of the merchandising conferences sponsored by *Motion Picture Herald* for exhibitor representatives.

The film, which stars Mario Lanza in the role of a singer, flighty and romantically inclined, who finds real love when he meets a deaf girl on the isle of Capri, is in beautiful color, and the men present were agreed that it is vitally important in this case, as in others, that the color be stressed in the selling. That factor was cited as a decided asset, with relation to today's competition with home television, toward which not enough attention is directed.

The discussions were conducted for MGM in the company's home office screening room on Broadway by Silas F. Seadler, advertising manager; Dan Terrell, publicity manager, and Emery M. Austin, director of exploitation. Each outlined the plans thus far developed for the promotional effort on "For the First Time," and each pointed out that the campaign on the film was only now in the formative stage, in view of the picture's August general release date.

The concentration in the promotion, Seadler said, speaking particularly of advertising, is to be on Mario Lanza, emphasizing his singing in the various cities of Europe and on the lovely island of Capri. It was pointed out that in the interests of good taste and to avoid adverse public reaction, little or no stress was laid upon the fact of the girl's deafness. Rather the affliction is suggested in the advertising.

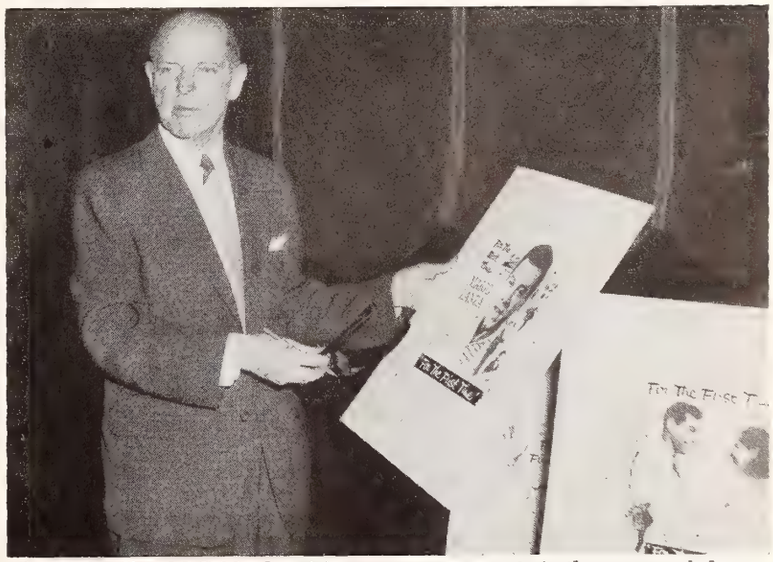
The advertising was to be geared, said Seadler, to seek to attract the younger elements of the potential audience, and it was further suggested by several of the participating exhibitors that there be concentration on the "new" element in selling Lanza. A "new" Mario Lanza in splendid voice, should be a valued aspect of the selling campaign, it was pointed out.

Seadler urged the exhibitors to continue to agitate, whenever the opportunity affords, for simplification of the difficult billing problem. He described the knotty situation which almost constantly develops in advertising when care must be taken to know billing priorities by contract, but cited the "For the First Time" campaign as an instance when that problem situation *did not* exist.

Austin Outlines 'Dee-jay' Drive

Austin made particular mention of the RCA Victor sound track album which will be issued shortly, and indicated the scope of the nationwide disc jockey promotional campaign which is to be undertaken in that connection. He also referred to the intensive cooperation to be expected from the Italian Tourist Bureau and the Italia Air Line, by reason of the film's locale. Tape recordings are to be made by Lanza, now in Europe, to take the form of greetings to disc jockeys and other opinion formers.

Music lovers and music groups are to be contacted extensively, he emphasized.



Silas F. Seadler, M-G-M advertising manager, presents in the company's home-office screening room the advertisements which have been prepared for the campaign on "For the First Time" at the Motion Picture Herald merchandising conference.

COLUMBIA
has the answer
to your growing demand
for new screen personalities
with these young stars portraying
young love, young courage in an epic
story of young America!



C. V. WHITNEY Presents

THE YOUNG LAND

Third of C.V. Whi
Great "American S

A COLUMBIA NEW FACES PRESENTATIO

DAN O'HERLIHY with ROBERTO DE LA MADRID · CLIFF KETCHUM · KEN CURTIS · PEDRO GONZALES GONZALES

Screenplay by NORMAN SHANNON HALL · From a Story by JOHN REESE · Music Written and Conducted by DIMITRI TIOMKIN · Directed by TED TETZLAFF

Produced by PATRICK FORD · Directors of Photography, WINTON C. HOCH, A.S.C. and HENRY SHARP, A.S.C. · A COLUMBIA PICTURES RELEASE · TECHNICOL

THE YOUNG AUDIENCE IS THE BIG AUDIENCE... call *Columbia* now!

All News That News

MOTION PICTURE DAILY

Concise and to the Point

, NO. 71 NEW YORK, U.S.A., WEDNESDAY, APRIL 15, 1959 TEN CENTS

gstein Says:

n Industry Up to Dose Controversy

Itself Too Seriously, ity AMPA Meet Told

(Picture on Page 3)

. Youngstein, United Artists ident, delighted a capacity of approximately 200 mem- guests of the Associated Mo- ure Advertisers at a luncheon ccadilly Hotel here yesterday citation of the difficulties that s decision to choose a non- rsial subject on which to them.

ch delicacy was displayed by L. Mayer, veteran exhibitor ributor, who preceded him at and as his subject chose in.

. A. executive ended an en- (Continued on page 3)

ivests $1,500,000 Sale of Studio

WARREN G. HARRIS

the sale of its Hollywood which resulted in a net profit 6,510 for the company, Uni- Pictures le vari- stments ighbor- $1,500,- stocks ls, pres- ilton R. told the meeting holders a Rec- ent or- n, here il de- omment on a description of rities involved, but said that a was of Universal's own com- k, of which Decca owns ap- (Continued on page 7)



Milton Rackmil

SION TODAY—page 7

EDITORIAL

Dedicated Exhibitors

By Sherwin Kane

THE APPEARANCE of an increasing number of exhibitors at Motion Picture Herald's merchandising conferences is an impressive demonstration that many exhibitors today are vitally interested in anything that promises to help them sell more tickets at their box offices.

Several score exhibitors, many of them traveling long distances to attend last week's conferences here, devoted three days and nights to viewing outstanding summer releases of seven companies and to participating in subsequent discussions of the campaigns for the pictures.

The thoroughgoing, candid discussions produced valuable, specific (Continued on page 2)

Johnston Wants Larger Information Media Fund

From THE DAILY Bureau

WASHINGTON, April 14.—Motion Picture Association President Eric Johnston will ask Congress Friday for more money for the information media guaranty program.

This is the program under which (Continued on page 6)

Plan Legislative Fight On Sunday Movie Ban

Special to THE DAILY

HARRISBURG, Pa., April 14.—An all out fight to win Sunday movies throughout Pennsylvania will begin here next Tuesday when a group of exhibitors will hold a legislative strategy meeting. A bill revoking the (Continued on page 6)

$20 Million Program From Mirisch for UA

The Mirisch Company has set a program of top films for production at a cost of $20,000,000 starting July 15, it was announced yesterday by Harold Mirisch, president of the company. Release will be through United Artists, which is handling the (Continued on page 6)

ACE Calls on U.A. to Modify 'Look-See' Plan

The executive committee of the American Congress of Exhibitors called upon United Artists yesterday to "reconsider and modify" its policy with respect to the "look-see" practice of many exhibitors.

Following its all-day meeting here (Continued on page 2)

REVIEW:

Last Train from Gun Hill

Wallis—Paramount—VistaVision

PRODUCER HAL WALLIS and director John Sturges, who made the memorable "Gunfight at the O.K. Corral" two years ago, have joined forces again to turn out another top-notch western. They call the new one "Last Train from Gun Hill," and it should coin a mint wherever the fans enjoy a thrilling western show.

As has come to be expected of Wallis, the production values of this picture are first-rate. It has two major stars in Kirk Douglas (also in "O.K. Corral") and Anthony Quinn and two comparative newcomers of promising talent in Carolyn Jones and Earl Holliman. The scenery, filmed in Arizona in VistaVision and Technicolor, is stupendous, and the re-creation of a western town authentic down to the red velvet drapes in the gaudy saloon.

But the major distinction of "Last Train from Gun Hill" is the script of (Continued on page 6)

6 Points

U.A. 'Clarifies' Its 'Look-See' Sales Policy

Heineman Says 'Fuss' It Created is Unwarranted

Adoption of United Artists' new policy pertaining to the "look-see" practice of many exhibitors does not mean that the company will not meet with its customers and grant relief when justified, William J. Heineman, distribution vice-president, made it clear yesterday.



W. J. Heineman

In a "statement of clarification" of the policy Heineman said, "It is hard for me to imagine why all of the fuss has been created over the announcement of our sales policy. It was our intention when (Continued on page 2)

ACE Names Committee To Meet with MPA

The executive committee of the American Congress of Exhibitors at its meeting here yesterday, accepted the invitation of the Motion Picture Association committee on exhibitor relations for a meeting at the Harvard Club, Tuesday, May 12.

The ACE committee will consist of S. H. Fabian, national chairman of ACE; Horace Adams, president of Allied States Assn.; George Kerasotes, president of Theatre Owners of America; Sol Schwartz, president of the Metropolitan Motion Picture Theatre Assn.; Harry Brandt, president of I.T.O.A.; and Harry Arthur, chairman of the board of the Pacific Coast Theatres Association. Members of the MPA exhibitor relations committee are Spyros Skouras, Arthur Krim and Eric Johnston.

PERSONAL MENTION

ARTHUR FREED returned to Hollywood from here yesterday following M-G-M home office meetings.

•

JEFF LIVINGSTON, Universal's Eastern advertising manager, has left New York for Detroit, Flint and Lansing, Mich.

•

NAT D. FELLMAN, Stanley Warner executive, left here yesterday for Chicago and Milwaukee. He will return Monday.

•

MARTIN S. DAVIS, Paramount's assistant advertising-publicity director, is in Washington today from New York.

•

G. JOSEPH MAIDMENT, general manager of Pendenis Pictures Corp., Ltd., will return to London from New York today via B.O.A.C.

•

VICTOR J. HOARE, managing director of Lion International Films, is scheduled to arrive here from London today by plane.

•

EDWIN MILLER, entertainment editor of "Seventeen," will leave here on Friday for Los Angeles, to be followed the next day by RALPH MARTIN, motion picture advertising representative of the magazine.

•

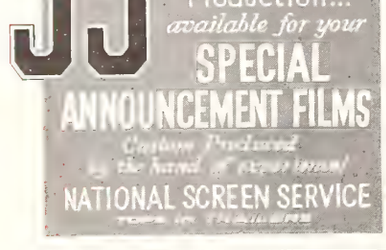
DOROTHY SQUIRES, British actress, is scheduled to arrive here today from London via B.O.A.C.

•

EMERY AUSTIN, M-G-M home office publicity representative, is in Cleveland from New York.

•

JOHN E. PETROSKI, of the Stanley Warner Garde Theatre, New London, Conn., is a patient at Lawrence Memorial Hospital of that city.



EDITORIAL

(CONTINUED FROM PAGE 1)

ideas to supplement campaign materials, new slants on selling the picture especially applicable to particular situations, and new incentives to try different selling methods that may not have been tried before, something to appeal to the "lost" audience and help win them back.

There is heard frequently a criticism that exhibitors were lulled into inaction after the prosperous postwar years, that they won't extend themselves to sell pictures; that they are careless in theatre housekeeping, in short, that they do little to offset television competition and that many contribute to their own difficulties.

No doubt, among the great mass of exhibitors there are some who would have to plead guilty to such charges. But it is doubtful that there is a single distributor executive who has participated in one of the M. P. Herald merchandising conferences who would make any such blanket indictment of exhibition today.

In fact, many distribution officials went out of their way to commend the exhibitors for their interest and cooperation and to hail the Herald's merchandising conferences for being of valuable help in realizing the maximum earnings potential of films for both exhibitor and distributor.

•

As Henry Martin, Universal's sales chief, said, the Herald merchandising conferences helped increase the earnings of his company's "The Perfect Furlough"; he is sure they will do the same for the forthcoming "This Earth Is Mine," and that they would have increased the earnings of "Imitation of Life" had it been possible to make that release a conference picture.

Exhibitor participants in the conferences clearly demonstrate that they are alert to the need to expend extra thought and effort to get the maximum returns from all available product in today's market, and that they are ready and willing to do just that.

It is to be noted that these are showmen whose major problems, those having to do with ways of increasing attendance at their theatres, are not being left to others and, in consequence, are well on the way to solution.

Brown Named Assistant Treasurer of AB-PT

Martin Brown has been elected assistant treasurer of American Broadcasting-Paramount Theatres, Inc., and vice-president and assistant treasurer of the American Broadcasting Company by the board of directors of AB-PT, it was announced yesterday by Simon B. Siegel, financial vice-president of AB-PT, and vice-president and treasurer of ABC.

In his new position, Brown will serve as assistant to Siegel in the operations and financial matters of the parent company and all of its divisions. Brown has been a manager with the New York office of Price Waterhouse & Co., with whom he has been associated since 1949.

AIP Record Company

HOLLYWOOD, April 14.—A record division of American International Pictures has been formed for the manufacture, sale and distribution of recorded songs and sound tracks from AIP features, it was announced by company executives James Nicholson and Sam Arkoff. Donald Leon, assistant general counsel for AIP, has been appointed general manager, with Jimmy Maddin artists repertory and distribution manager.

ACE Calls on UA

(*Continued from page* 1)

the committee issued this statement:

"The executive committee of ACE was seriously disturbed by the number of complaints from every segment of exhibition resulting from the new sales policy of United Artists as outlined recently by William J. Heineman, vice-president.

Urges Reconsideration

"It is the sincere hope of ACE that United Artists will immediately reconsider and modify this policy, to the extent that the company once again will enjoy the widespread confidence and good-will of theatre men everywhere."

Correction

Martin Moskowitz and C. Glenn Norris, 20th-Fox executives, were incorrectly identified in a caption in MOTION PICTURE DAILY yesterday. They are assistant general sales managers for the company.

NFC Annual Luncheon

The annual luncheon conference of members of National Film Carriers, Inc., has been scheduled for May 6 at the Hotel Astor here, it was announced yesterday.

U A Clarifi

(*Continued from page* 1)

we made the statement, as it intention now:

"1) To establish, in a busine like manner, a uniform p of orderly distribution.

"2) To sell our product on equitable and realistic sis.

"3) To collect the money our producers.

"4) To put an end to exhibit making arbitrary adj ments, without our p consultation and approv

"5) To meet with any custon who is willing to pres the facts.

"6) To give relief, if revision the percentage terms justified."

The new policy, it was exp earlier, requires that exhibitor the company in accordance wit tract terms following an engag before any discussion of a p adjustment will be held. Here exhibitor practice has been to hold payments due the distr pending discussion of the exhi representations.

The U. A. policy was the s of recent bulletins circulated lied States and regional affilia that organization, and was dis by the executive committee American Congress of Exhibit session here yesterday. The re ACE statement on the policy ported in adjoining columns i issue.

National Meet Set o Tour for WB 'Youn

Special to THE DAILY

CHICAGO, April 14.—A n planning meeting will be held Saturday to complete advance ar ments for the Warner Bros. continental Star Parade by Grey Bus that will bring a group of Hollywood stars across the cou the world premiere of "The Philadelphians" at the Stanley in Philadelphia May 19. Bros. publicity and exploitation from New York and Hollywo gether with field representative all sections of the nation alo bus tour's 34-city route, will m the Ambassador East Hotel wi Bercutt, national campaign co tor of advertising-publicity-explo for the picture.

Meyer Hutner, Warner Br tional publicity manager, and Pickman special events direct go to the conference from Ne From the Warner Bros. Stu Burbank will come Bill He studio publicity manager, and Brumberg, national field expl manager.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman. Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Clu ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondent principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, R Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, V dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

ner, Pathe News in t TV Film Venture

Framer Productions and News, Inc., announced yesterey have joined forces in a venhat will make the Pathe newsrary available to the TV packfor use in filmed television

Contracts were signed by president Barnett Glassman Valt Framer, head of the TV ing firm after several months otiations.

Pathe library consists of 25,-0 feet of newsreel film dating o the earliest days of motion making in 1897. All of the coded and classified, and ready mediate production editing.

To Be Used in Series

ner is planning to utilize the in several new film series. TV producer now has on the ag board an anthology series, n audience participation pack-ased on historical events of the years. Framer believes that he able to develop several other pplications for the extensive e.

ner is the producer of such TV shows as "The Big Pay-Strike-It Rich" and "Double or ig." Glassman is a motion pic-financier and also owns the London TV Playhouse."

ry Norris Resigns m Rank Positions

From THE DAILY Bureau

NDON, April 14.—The resigna-lf Harry Norris as joint assistant ing director of the J. Arthur Organization and as managing or of Rank Film Distributors ank Overseas Film Distributors nounced today by John Davis, ing director of the Rank Or-tion.

ris has specifically been in of distribution here and over-Kenneth Winckles remains as ganization's sale assistant man-director with Colan MacArthur nted managing director of the as company.

cArthur has been resident di-in Latin America since the in-n of Rank operations there in Richard Odgers remains gen-nanager of overseas distribution . L. Thomas general manager of distribution.

Big 'Say' Plans; nge Release Date

From THE DAILY Bureau

LLYWOOD, April 14.—A "go broke" advertising-exploitation aign on 20th Century-Fox's "Say or Me" has been set by presi-Spyros Skouras, with the release noved back to June 15, allowing es Einfeld, vice-president in e of ad-publicity, time to ex-the program, Frank Tashlin, cer-director of the film, report-re on his return from showing icture to company toppers.



MAX E. YOUNGSTEIN, United Artists' vice-president, speaking at the AMPA luncheon in his honor yesterday. On the dais, left to right, are William J. Heineman, Arthur Krim, Arthur Mayer, Bob Montgomery, Robert Benjamin, and Arnold Picker.

AMPA Honors Youngstein

(*Continued from page* 1)

tertaining discourse on the topics he couldn't talk about with serious reference to the responsibility of management in difficult times and some of United Artists' aims for the future.

In his opinion, Youngstein said, the pace of change in the industry will be greatly accelerated over the next two or three years, and will take place in all the various phases of the business.

"Nevertheless," he said, "all our problems can be solved if we have the will to try. United Artists, I'm sure, not only will survive but will prevail. We have had difficult periods during the past eight years (since the present U.A. management took over) but there hasn't been a year that U.A. didn't add to its manpower. The personnel of our advertising publicity-exploitation department has more than tripled in that time.

Promotions from the Ranks

"More than 95 per cent of our promotions have been made from the ranks. In branching out into television, music, records we have given our people the opportunity to learn new businesses.

"We have worked hard. We have recognized our obligation to the people who were with us in bad times as well as good. We are determined to remain in business with those who remain with us. We will overcome the obstacles, even if we must become an 'entertainment company' rather than a 'film company'.

"We never underestimate the brain power of our competitors, but I believe that who remains and prospers will depend upon who possesses a basic love and respect for our industry, and who is willing to operate differently in order to attain their objective."

Tells of Discarded Subjects

Explaining that he had decided to be non-controversial and that "after my recent 46th birthday it's hard to be an angry, young man," Youngstein named the subjects he had considered for his speech and discarded. Contributing to his non-controversial mood besides the years, he said, were a good stock market and family incidents that suggested it was time for him to become "either conservative or indifferent and the two always have been synonymous to me."

"Every topic that occurred to me seemed too controversial for an industry that takes itself as seriously as this one does now. We are so determined to be accepted by everyone all around the world that we are not accepted individually."

'Solution Is Simple'

Hoover, Coolidge, Harding, Youngstein said, are subjects too controversial. So are President Eisenhower's remarks on blacklisting, the Academy Awards, United Artists' "look-see" policy. So is censorship. ("The solution is simple. The policy is, where the pressure for censorship is too great, give in. All it costs the industry is money, principle and pride.")

Youngstein said he couldn't discuss the Motion Picture Association "because it has been explained to me by industry leaders that I was wrong in thinking it was supposed to accomplish something. Since that's not so, I have nothing to argue about."

So, he concluded, he was reduced to repeating what he had said to a recent U.A. sales convention on the subjects of industry changes and management responsibility.

'Beloved Max' Says Mayer

In introducing Youngstein, Mayer said, "If this industry is to survive and go on to a more glamorous future—and I believe it is—one who will lead us will be our own beloved Max."

On the dais also were: Arthur Krim, Robert Benjamin, W. J. Heineman, Arnold Picker, Leon Goldberg, Seward Benjamin, Joseph Ende, James R. Velde, Roger H. Lewis, Fred Goldberg, Mort Nathanson, Joe Gould Mori Krushen, David Picker and Bob Montgomery, AMPA president.

Reveal Terms of Spanish Agreement

The new film agreement signed last month by the Spanish Government and member companies of the Motion Picture Export Association of America allows for the importation and exhibition in dubbed versions of 80 United States' feature-length films in Spain produced by companies affiliated with MPEA. Details of the agreement were made public by the MPEA yesterday. It was signed by Frank Gervasi, MPEA representative in Spain, and S. L. Villar Palasi, Undersecretary of the Spanish Department of Information.

The agreement runs for a year from Oct. 31, 1959, to Oct. 30, 1960. It can be automatically renewed from year to year unless either party terminates it upon a month's notice.

The 80 feature films must be of recent production and shown in the U.S. after Jan. 1, 1957. Spanish government authorities will also authorize up to 40 shorts in their original versions with dubbing or subtitles.

Permits 20 Additional Films

In addition to the 80 features the agreement permits up to 20 feature films produced by MPEA companies to be imported into Spain to be shown in their original version upon issuance of corresponding permits.

In regard to funds earned by MPEA companies the agreement states that every three months the Ministry of Commerce will transfer up to 30 per cent that has been accumulated to MPEA member accounts. The remaining 70 per cent may be designated by the companies for a variety of purposes, including production of foreign films in Spain, co-production of Spanish and American companies, expenses for traveling in Spain, marketing expenses, film advertising expenses, etc.

Lead in UA Drive

Byron Adams, United Artists branch manager in Jacksonville, George Heiber, UA branch manager in Toronto, and Isadore J. Davis, UA branch manager in St. John, lead their respective divisions in the eighth week of United Artists fortieth anniversary sales drive, it was announced by co-captains James R. Velde, general sales maanger, and Roger H. Lewis, national director of advertising, publicity and exploitation. William Hames, Southern District manager, leads the district standings, and Sidney Cooper, Central and Southern Division manager, is leading in the division standings.

Appoint Cunningham

President Eisenhower has appointed ASCAP president Paul Cunningham to serve on the advisory committee on the Arts of the National Cultural Center. Cunningham will serve with Robert Dowling, chairman of the board of directors of American National Theatre & Academy.

"INVADE THE EARTH!
ABDUCT ITS WOMEN!
LEVEL ITS CITIES!"

From behind
the moon, the
electronic
war erupts!

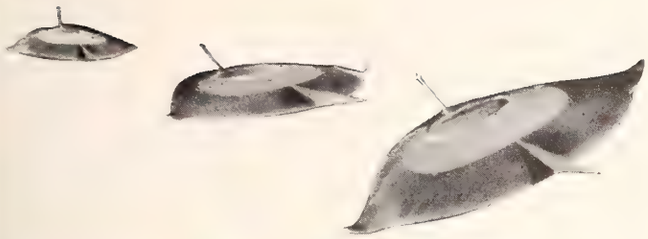
MYS



Presented by M-G-M

BIG SCREEN
COLOR!

A TOHO PRODUCTION



"THE TERIANS"

ARE COMING!

Preceded by a line-up of eye-stopping promotional material that out-circuses the circus! Sock trailer! Sock advertising! Terrific TV trailers! Inspired by typical Terry Turner showmanship! Never has there been a science-fiction picture to equal it for the unique, the unusual, the fantastic!

YOU CAN BANK ON M·G·M



Sunday Movies

(*Continued from page 1*)

present local option law under which communities are allowed by the state to approve or disapprove Sunday movies has been drafted and the exhibitors hope to interest enough state legislators in their case to insure its passage before adjournment next month.

The fight against Sunday movies in many small communities in Pennsylvania has been carried alone up until now by John Broumas, head of the Transamerica circuit, which operates theatres in Virginia, Maryland and Pennsylvania. In June, 1956, Broumas initiated a test case in his State Line Drive-in theatre, State Line, Pa., by running a feature and a newsreel which were being shown simultaneously on television in the area. The manager of the theatre was arrested and fined $50.

Broumas appealed the case, lost in the Pennsylvania courts, and carried it to the Supreme Court on the freedom of expression issue. Last week the Supreme Court refused to hear the case. At that point Broumas appealed to fellow exhibitors for help, and Harry Hendel, head of Allied of Western Pennsylvania pledged that group's support. The legislative strategy meeting scheduled for next week was the result. About 100 theatres in Pennsylvania are affected by the Sunday movie ban.

Last Train from Gun Hill

CONTINUED FROM PAGE 1

James Poe, whose work is a model of simplicity and economy in telling a story on film. And Sturges has directed it that way, cleanly and quickly, always with an eye on the goal.

It starts with a brutal crime—the wanton rape and murder of a lovely Indian girl by two drunken men. And then it introduces a marshal who is the husband of the dead woman and sets him off on his mission of vengeance to track down those who perpetrated the foul deed.

Nothing that happens after that is irrelevant to the main story. No side issues bar the way; no extraneous characters are introduced. Everything that occurs contributes to the excitement of the search and the steady accumulation of suspense.

And the story abounds in sudden surprises, that are logical as well as shock-filled. One of the murderers turns out to be the son of the marshal's erstwhile best friend who is now a powerful cattle baron who virtually runs the town of Gun Hill. Arriving one morning the marshal eventually traps the son and prepares to take him back to justice on the last train leaving town that night. But the father has other ideas; he corners the marshal in a hotel room in which he is holding the son handcuffed to a bed. There is a gun fight, and then somebody starts to burn down the hotel. Finally comes the showdown with the outcome in doubt to the very end.

Poe has subordinated his characters to plot, but the former are well played in large and colorful strokes by the able cast. Douglas is a grim-jawed and relentless marshal, and Quinn a tough opponent as his former friend. Holliman is weak and contemptible as the son of Quinn, and Brian Hutton is equally revolting as the other murderer. Miss Jones is fascinating as the unconventional dance-hall girl who plays an important part in the denouement of the story.

"Gun Hill" is one whiz of a western show.

Running time, 94 minutes. General classification. Release, in July.

RICHARD GERTNER

THE BIG ONES... are in LIFE

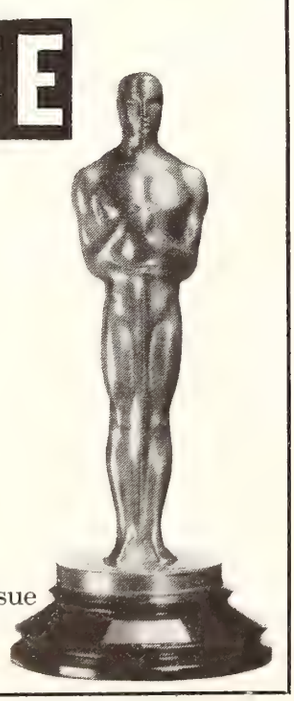
UNITED ARTISTS

THE BIG COUNTRY

with Burl Ives, 1958 Academy Award Winner for Best Supporting Actor.

In LIFE's September 29, 1958 issue

LIFE THE BIG ONE IN MOVIE SELLING



'Nurse' in London Tops For ABC Circuit Theatre

From THE DAILY Bureau

LONDON, April 14.—The Peter Rogers' production "Carry On Nurse" for Anglo Amalgamated Distributors has broken every record of any picture, either British or American, in its London general release, D. J. Goodlatte, managing director of the Associated British Cinemas said today. The previous record was set by "The Dam Busters," he said, and "Nurse" has beat it by seven per cent.

Johnston to Seek

(*Continued from page 1*)

the government assures the convertibility of earnings from distributing films, books, and other information media in certain foreign countries. Johnston will ask a House Appropriations Subcommittee to approve enough money for an expanded program, including guaranties of film distribution in more than the four countries now covered—Poland, Turkey, Vietnam and Yugoslavia.

Re-Title Bogeaus Film

HOLLYWOOD, April 14. — "Jet Over the Atlantic" is new title for Benedict Bogeaus' "High over the Atlantic," which rolls April 27 in Mexico City. The Giantscope production, written by Robert Blees and I. H. Cooper, will be directed by Byron Haskin.

PEOPLE

Ed Heiber, formerly branch ager for Universal in Philade and more recently with the Ran ganization there, has joined L Productions in that city.

□

Lou Silverstein, manager of th Wilshire Theatre, has been shift the Fox Beverly, replacing **Tallman,** who has been transfer the Fox West Coast home office ing department.

□

Lee W. Wentz, manager of t Portal, North Hollywood, will over the La Reina Theatre, Sh Oaks, with **Dick Mason** being ferred to the booking departmen ing to the El Portal will be W **Lohman,** of the Imperial Th Long Beach, with **Forrest** checking into the Imperial.

□

Seymour Poe has been name ducers representative for Unite ists' "A Hole in the Head," as liaison between UA and Capra, who headed production Sincap film.

Mirisch Program

(*Continued from page 1*)

company's present "Some Li Hot" and the completed "The Soldiers."

The new films in order of the duction schedule are: July, Proving Flight"; August, Squadron"; September, "The ment"; October, "Two for the saw"; November - December, Love Possessed"; January, Feb 1960, "Battle."

Other feature projects now i beginning stages include a nov subsequent screenplay by Leo author of "Exodus," and O'Hara's novel, "A Rage to Liv

Supplementing the feature gram, Mirisch will enter tel production with a filmed "Wichita Town," starring Joe Crea, to be made in associatio NBC.

Plan 'King Must D In Todd-AO for Fo

From THE DAILY Bureau

HOLLYWOOD, April 14. – King Must Die," novel by Ma nault, based on a legend in mythology, will be filmed in To by Samuel G. Engel Productio for 20th Century-Fox release announced today by executiv ducer Buddy Adler.

Engel has assigned Henry K direct. Starting date on the mu lar production has been set for with location filming to take p Greece, Crete and Mexico.

' Invests

(Continued from page 1)

nately 84.1 per cent. He also that Universal has purchased Decca stock, but refused to any other purchases, humor- pointing out that "when we be- an investment trust—which we no plans of doing—we'll file the r explanations."

ere is "an expectation of rev- from Universal's post-1948 film y, Rackmil said in answer to a ion about other non-recurring s of the company, but there is vay of determining its value." "In of the havoc created in the in- y by the sale of pre-48 pictures levision," he continued "I don't this or any other company will der selling its later pictures." mil added that, contrary to r. Universal had had "no discus- at all" for the sale or lease of its 48 film.

Repeats 'No Merger'

ckmil re-emphasized his earlier ouncements that Universal has no tions of merging with Decca, of h he is also president. "There can o further savings resulting from olidation," he said.

cca's sales during the first quar- f the current fiscal year are up er cent over the corresponding d last year, Rackmil reported, pointing out, as he did at the company's recent annual meeting, Universal's second quarter ending month will be in the black. The dent said he "can't see anything ne horizon which would mean a ge in dividends" for Decca, but nasized that "when Universal gets on its feet," that company's di- rs "will consider a dividend."

Directors Elected

cca stockholders elected the fol- ng directors for the coming year: mil; Leonard W. Schneider, ex- ve vice-president of the company; in P. Salkin, vice-president; Al- A. Garthwaite, chairman of Lee er & Tire Corp.; Harold I. Thorp. ed investment banker; and Samuel Vallance, vice-chairman of In- ria Electrica de Mexico, S. A.

A Alabama, Georgia its Plan Meeting

Special to THE DAILY

TLANTA, April 14.—The Ala- a Theatres Association and Mo- Picture Theatre Operators of rgia will hold a joint one-day ting here on Wednesday, May 20. was announced today by Richard Kennedy of Birmingham, president ne Alabama unit and J. H. Thomp- of Hawkinsville, Ga., president of Georgia unit. Both are affiliated national TOA.

ennedy and Thompson said that committee is making arrangements the meeting consisting of James Harrison of Wilby-Kincey Thea- , John H. Stembler of Georgia atre Company, and Carl Patrick Martin Theatres.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

MILDRED FREED ALBERG, whose Milberg Productions these past four years was responsible for the NBClassy "Hallmark Hall of Fame" TV'ers, will conclude the successful association with the presentation of "Ah Wilderness," April 28, co-starring Helen Hayes, Lloyd Nolan, Burgess Meredith and Betty Field. . . . Henny Youngman set to clown on the "Ed CBSullivan Show" Sunday, April 26. . . . Peter Fatovich, producer of the "Ray Heatherton Show," will sing an "I do-et" with Mary Lou Furst, Saturday at St. Malachy's. They'll honeymoon in S. America. . . . Bill & Cora Baird's clever puppet telefilm for the United Cerebral Palsy National Fund will be coast-to-coasted next month and is a cinch to loosen the purse-strings when it plays on John Q. Public's heart-strings. . . . Merv Griffin's "Play Your Hunch" ABContest renewed for another year. . . . That handsome young singer who stopped the show cold last week at International Variety Clubs' "Night of Stars" show in Las Vegas, is named Dick Summers. Three years ago, while employed in the CBS mail room, he copped an "Arthur Godfrey Talent CBScout" award.

☆ ☆ ☆

Independent TV Corp. rates a low bow for signing up Dr. Frances Horwich's eloquent "Ding Dong School," which for the past year has been seen only in Chicago (WGN-TV.) Starring the charming "Miss Frances," the program will be video-taped under the general supervision of Ted Rogers and as of Sept. will be nationally syndicated. . . . Composer-Arranger Buck Ram is back in Gotham from Hollywood where he supervised the synchronizing of his top vocal group, "The Platters" warbling for the MGMusical, "Girls' Town." . . . Jimmy Sheridan, who scored opposite Mary Martin in "One Touch of Venus" and has been seen in numerous TVehicles, was honored with a surprise birthday party last week at the Lambs Club. The handsome actor, easily one of the most popular youngsters on Broadway, is up for the lead in a new Broadway musical slated for the Main Stem in the Fall. . . . Six months ago, a law student named Bob Markley took over the emcee reins of a local KOCO-TV, "Oklahoma Bandstand." The rating zoomed from 2.7 to a Nielsen-sational 14.3 and we hear that two nets are eyeing the show as a summer replacement. . . . Sig & Barbara Shore, he's prexy of King-Shore Productions, Inc. became parents of their fourth child, Richard John, last week. . . .



"Miss Frances"

Retrial with Jury Asked by Goldwyn

Special to THE DAILY

SAN FRANCISCO, April 14.—Samuel Goldwyn's attorneys moved today for a re-trial with a jury of the producer's two-million-dollar anti-trust suit against Fox West Coast Theatres and others. Counsel for both sides will argue the motion next Monday before Federal Judge George B. Harris with bitter opposition against a jury trial expected from the defense.

A few days ago Judge Howard Burke granted a jury re-trial on a previous motion by counsel for Daniel O. McLean and Leland C. Dibble, operators of the Embassy Theatre in their eight-million-dollar monopoly suit against all of the same defendants as well as a number of others.

Trials Consumed More Than Year

Both the Embassy and Goldwyn suits previously occupied approximately a full year of court calendar days before Judge Edward P. Murphy without a jury. Judge Murphy died suddenly last December before his decision could be handed down in the two cases.

In the two previous trials both Embassy and Goldwyn attorneys waived demands for juries.

Kreisler Makes Deal for Soviet Film in Mexico

Bernard Kreisler, president of International Film Associates Corporation, has negotiated a deal for the distribution rights of the Soviet cartoon featurette, "The Magic Violin," in Eastman Color, for Mexico and Central America with Films Union, S.A. of Mexico. Kreisler acquired the picture last fall from Sovexportfilm.

Grebe Joining TBA As P.R. Director

Robert M. Grebe will join the Television Bureau of Advertising as director of public relations, effective April 27. Grebe has been trade press editor of the ABC Television Network.

Replacing him at ABC will be Art Foley, whose promotion was announced by Stephen Strassberg, director of press information. Foley joined ABC press information in October, 1955. Prior to that he was chief of the photo and feature sections of the public information division of Headquarters United States Army Europe in Heidelberg, Germany.

Sarnoff Will Speak

Robert W. Sarnoff, chairman of the board of National Broadcasting Company, will address the North Carolina General Assembly today and participate in ceremonies dedicating the new administration building of station WRAL-TV, Raleigh, N. C. David C. Adams, NBC Senior executive vice-president, also will participate in the ceremonies.




ANOTHER $HOWMANSHIP $ENSATION
A NEW SMASH-HIT
FROM THE PRODUCERS OF
"CURSE OF FRANKENSTEIN"
AND
"HORROR OF DRACULA!"
"THE MUMMY"
Technicolor®
Starring
PETER CUSHING
CHRISTOPHER LEE
YVONNE FURNEAUX
Directed by TERENCE FISHER
Screenplay by JIMMY SANGSTER
Produced by MICHAEL CARRERAS
A HAMMER FILM PRODUCTION
A UNIVERSAL-INTERNATIONAL RELEASE
Plus
. . . the ideal companion picture!
CURSE OF THE UNDEAD
Co-starring ERIC FLEMING
KATHLEEN CROWLEY · MICHAEL PATE
With JOHN HOYT · BRUCE GORDON
Directed by EDWARD DEIN · Produced by JOSEPH GERSHENSON
Written by EDWARD DEIN and MILDRED DEIN
A UNIVERSAL-INTERNATIONAL PICTURE
Book it NOW
FROM U-I
FOR THOSE BIG, BIG
BOX OFFICE
GROSSES IN JUNE!

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 85, NO. 72 NEW YORK, U.S.A., THURSDAY, APRIL 16, 1959 TEN CENTS

gel Reports

ame-Change o MGM Corp. Suggested

Week Net Income ounted to $5,749,000

e board of directors of Loew's, (MGM) plans to recommend to holders the change of the company's name to Metro - Goldwyn - Mayer Corporation, it was announced yesterday by Joseph R. Vogel, president.



ph R. Vogel

Vogel also reported that for the first 28-week period of the current fiscal year, during which time Loew's, Inc. a combined enterprise including

(*Continued on page 7*)

Officers Named to A Executive Staff

ction of six officers to the ex- ve staff of National Telefilm As- es was announced yesterday by r A. Unger, NTA president. e new officers and the areas of responsibilities are: Alan May, president and treasurer; Lester nan, vice-president in charge of tising and public relations;

(*Continued on page 8*)

ne Steinhardt MGM nager in S. Vietnam

e appointment of Albert V. hardt as M-G-M manager in Vietnam was announced yesy by Morton A. Spring, presi- of Loew's International Corion.

inhardt, now in New York, flies

(*Continued on page 7*)

EVISION TODAY—page 8

Meeting with ACE Next Month Marks Policy Reversal by MPAA

Just what convinced the Motion Picture Association this would be a good time to forget its scruples about meeting with exhibitor representatives for discussions covering a wide range of industry subjects hasn't been revealed, but the fact remains that in appointing an exhibitor relations committee to meet with the American Congress of Exhibitors next month, the MPAA board of directors took an unprecedented step.

That in itself is surprising enough,

(*Continued on page 3*)

Big Campaign Set On 'Say One for Me'

Frank Tashlin's "Say One For Me" will have a bigger national advertising, publicity and exploitation campaign than "The Robe," it was announced yesterday by Charles Einfeld, 20th Century-Fox vice-president. Film company executives were so enthusiastic following a home office rough-cut screening here this week, he said, that the record budget was set. The

(*Continued on page 2*)

Ask Damages and Stay In 'Modern Times' Suit

In their suit to halt the local showing of Charles Chaplin's film, "Modern Times," Roy Export Co. Establishment and Lopert Films have asked for damages, an accounting and for injunctive relief, in addition to seizure and impounding in court of the 16mm print used.

Under court order a Federal marshal seized the print of the picture Tuesday night in the projection booth

(*Continued on page 6*)

Special Films Money To Be Paid to ACE

Final clearances from trustees of the remaining revenues of the industry special short subjects have been obtained by the American Congress of Exhibitors, it was learned yesterday.

The fund, believed to be something

(*Continued on page 3*)

No Action Yet on Kan. TV Censorship

Special to THE DAILY

KANSAS CITY, April 15.—The State Board of Review is marking time on an opinion, given Saturday by John Anderson, Jr., Kansas attorney general, that the agency also must censor motion pictures shown on television stations in Kansas. The board, Mrs. Hazel Runyan, chairman,

(*Continued on page 3*)

Form Group for Immediate Drive To Improve Projection in Theatres

An organization dedicated to the improvement of motion picture theatre projection was officially formed here yesterday at a meeting called by Theatre Owners of America at the Astor Hotel. The group will be called the Council for the Improvement of Theatre and Motion Picture Projection.

Representatives of four trade associations, IATSE, two carbon companies, and two sound service organizations, meeting with TOA president George G. Kerasotes, agreed upon the immediate institution of an educational campaign for theatre operators for the improvement of projection, sound, and physical theatre maintenance.

The meeting was keynoted by Kerasotes' statement, "That better projection pays." It was agreed TOA would

(*Continued on page 2*)

Congratulate Skouras On 'Stereo' Sound

In one of its first actions yesterday, the Council for the Improvement of Theatre and Motion Picture Projection, congratulated Spyros P. Skouras, president of 20th Century-Fox, for making his company's product available in stereophonic sound.

Noting the tremendous growth and

(*Continued on page 6*)

Up 13.47%

UA Earnings For 1958 Hit $3,701,963

Gross Revenues Also Up to $84,072,467

For the eighth consecutive year United Artists increased its annual gross revenues and net earnings, establishing a new record high in each category, it was announced yesterday by Robert S. Benjamin, chairman, and Arthur B. Krim, president.

Net earnings for 1958 climbed to $3,701,963 after provision for taxes, as compared to $3,262,466 in 1957, an increase of 13.47 per cent, while gross revenues reached $84,072,467 compared to $70,008,242 in 1957.

The 1958 earnings per share on to-

(*Continued on page 6*)

350 Set to Attend B'nai B'rith Lunch

Over 350 will attend the induction of Alfred W. Schwalberg as incoming president of Cinema Lodge B'nai B'rith, at a luncheon tomorrow in the North Ballroom of the Hotel Astor, it was announced yesterday by Jack H. Levin, chairman of the president's luncheon committee. Joseph B. Rosen

(*Continued on page 7*)

Fabian to Remain As ACE Chairman to June

Si F. Fabian, Stanley Warner president, will continue as chairman of the American Congress of Exhibitors until June, at least, ACE sources said yesterday.

ACE announced following its December executive committee meeting that it had decided on a plan of rotating chairmanships every three months, with Fabian named to the initial term. However, at its February meeting, the ACE executive committee agreed that Fabian would remain in the post for at least an additional three months while organization was completed. However, no announcement of that decision was made at the time.

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, left New York last night for the Coast.

•

ROBERT F. BLUMOFE, United Artists vice-president in charge of West Coast operations, will arrive in New York today from Hollywood. Following a short stay he will go to Europe for a production survey and to attend the Cannes Festival.

•

EDWARD SULLIVAN, 20th Century-Fox national director of publicity, will leave New York today for Miami, where he will cover the April 20 premiere of "The Diary of Anne Frank."

•

C. T. JORDAN, branch manager for Howco Productions in Atlanta, has returned there from Florida.

•

TERRY SANDERS and his brother, DENIS, producer and director, respectively of Allied Artists' "Crime and Punishment, U.S.A.," will arrive in New York from Hollywood on Apr. 26.

•

R. J. "HAP" BARNES, president of ABC Theatrical Enterprises, Atlanta, has left there for Columbus, Ga.

•

JERRY GOVAN, film buyer for New England Theatres, Inc., Boston, has returned there from Hartford.

70mm. Projectors for The Madison, Detroit

Special to THE DAILY

DETROIT, April 15.—Work will be started shortly on installation of two 70mm. projectors in the Madison Theatre, a unit of United Detroit Theatres, it has been disclosed by Woodrow R. Praught, UDT president.

The contract was awarded to Bauer National Theatre Supply Universal. It calls for two Simplex preselect 4-6 channel magnetic, single channel, opticals.

Target date for completion of the work is May 15.

'Game' Here April 29

M-G-M's comedy, "The Mating Game," starring Debbie Reynolds, Tony Randall and Paul Douglas, will open at the Capitol Theatre here April 29.

For Projection

(*Continued from page* 1)

take the lead in an educational campaign to reinstill in theatre operators and owners, the realization that presentation of the best possible picture and sound in the most comfortable surroundings is the prime means of retaining and building patronage. It was then agreed that a questionnaire would be sent to all theatre owners in the country on which they would indicate what technical inspection and services they desired. The theatre operator would be asked to name the equipment dealer or dealers with whom he does business. TOA would then forward this request to the dealer, and the dealer, after handling that portion of the service requested for which he was equipped, would call in the sound, projection, and other specialists as required. After the services were performed, the dealer would so advise TOA so that an adequate follow-up could be maintained.

A Self-Constituted 'Council'

The nine companies and trade associations represented agreed to constitute themselves as the Council to initiate and carry out the program and to meet as often as required to implement it. It was further agreed that after immediate objectives were achieved, the scope of the Council's activities would be enlarged to include other phases of operation.

TOA's call for the meeting was motivated by the report of the Motion Picture Research Council, which in a two-year survey found sub-par projection in 70 per cent of the theatres inspected. It was the unanimous conclusion of the Council that the booth is the heart of the theatre screen presentation; that it cannot be neglected; is not a necessary evil; nor a place for short-sighted economies. It was the opinion that this message must be carried to exhibitors on a non-commercial basis so that the technicians in the projection, sound, and other equipment areas, would be able to constructively advise the theatre requesting the service.

Union Representatives Attend

Attending the meeting were: National Carbon Company, J. W. Cosby; Lorraine Carbon Company, Edward Lachman; Altec Service Company, Martin Wolf; RCA Service Company, Ben F. Biben; TESMA, Larry Davee, vice-president; IATSE, Walter F. Diehl, assistant international president; SMPTE, John W. Servies and Col. Charles S. Stodter executive secretary; MPAA, Jack McCullough; TOA, Kerasotes, Albert Pickus, chairman, executive committee, Nick Schermerhorn, member, theatre equipment committee, Joseph Alterman, administrative secretary and Al Floersheimer, director of public relations; TEDA, J. Eldon Peek.

Plan Dinner to Aid Brandeis University

The Amusement Arts Division to Support Brandeis University will climax its first annual campaign in the motion picture, television, theatrical, radio and allied fields at a dinner on Tuesday evening, May 5, at the Waldorf-Astoria Hotel, it was announced by George P. Skouras, president of United Artists Theatre Circuit, who is chairman of the Division.

Plans Annual Concentration

Recently formed, the Amusement Arts Division plans an annual concentration in the entertainment field to strengthen the campus activities of Brandeis in the creative arts and to develop new sources of creative talent.

Oscar Hammerstein II will be master of ceremonies for the occasion, and Dore Schary will be one of the guest speakers at the dinner.

Ginsberg Files Suit In Deal with Hudson

From THE DAILY Bureau

HOLLYWOOD, April 15—A suit has been filed in Superior Court here seeking to compel actor Rock Hudson to comply with an alleged 1955 contract calling for his appearance in five motion pictures over a seven-year period. The action was filed by Henry Ginsberg, owner of 35 percent of the stock in Seven Pictures Corp., which was to produce the features.

According to Ginsberg, Hudson last May repudiated the original agreement and obtained the approval of other stockholders to amend the contract so it would provide for only two pictures. Other stockholders of the company were reported as Hudson, with 36 percent of the stock, his agent, Henry Willson, with 16 percent, and their attorney, Greg Bautzer, with five percent.

Meet in Washington On 'South Pacific'

From THE DAILY Bureau

WASHINGTON, April 15. — 20th Century-Fox assistant general sales manager C. Glenn Norris completed a three-day sales meeting here today concerning the summer release of "South Pacific" in CinemaScope. Planning for the forthcoming special engagements of the attraction was discussed.

Participating in the discussions with Norris were Joe Sugar and Martin Sweeny, executives of Magna Theatre Corp., distributor of the Todd-AO version of the musical; Fox sales representatives Bob McNabb, Weldon Waters, Nat Rosen, Sam Diamond, Ira Sichelman, Tom McCleaster and Ray Schmertz; and Fox Atlantic division publicity representative Hal Marshall.

BigCampaig

(*Continued from page* 1)

"Robe" campaign ran over $1,00

The build-up on the new film herald "Say One For Me" for six prior to the attraction's June re At present, plans call for a na magazine campaign and the mo tensive music promotion in 20t tory with Bing Crosby, Debbie olds and Robert Wagner starri a soundtrack album via Columbia ords. The nation's top recording have also waxed tunes from the my Cahn-Jimmy Van Heusen sco

Trailer for TV

There will also be a TV t featuring Bing Crosby, deliver "see-the-picture" pitch will be able across the nation. Special s track spots have been prepared turing 20th's new style in radio The 60, 20 and 30-second spots f the voices of the three stars in scenes from the picture. A seri guest appearances by Crosby, olds and Wagner on national tele variety shows are planned to giv vance recognition to "Say On Me."

In outlining the expansive pro Einfeld noted that the publicity paign—centered on Crosby's retu the kind of role which won him in "Going My Way" and D Reynolds' skyrocketing national est has been under way for s months. An extraordinary amou national publicity via the press television on Miss Reynolds duri making of "Say One For Me" h ready given the production un dented word-of-mouth.

Video to Be Stressed

Another facet of the campaig be an extensive investment in television time, featuring tele spots geared to the specific area

The vice-president concluded know exhibitors will welcome plans as well as the opportuni play a picture with the tremen boxoffice potential of 'Say On Me.'"

Freeman East Today

HOLLYWOOD, April 15. Frank Freeman, Paramount vice ident in charge of the studio, l here tomorrow for New York for ferences with home office execu on current and upcoming Paran pictures.



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News E Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copie

w Anti-Trust Suit ed in San Francisco

Special to THE DAILY

AN FRANCISCO, April 15.—her motion picture anti-trust suit added here today to the already ged Federal District Court cal-r, making the total list of such tions more than a score. Some he suits were originally filed—bly the Samuel Goldwyn and assy cases—as far back as 1950. l damages sought in all suits are oximately $18,000,000.

laintiffs in today's suit are Wood- and Leroy Estes of Chico, Cali-ia, who demanded $140,000 h, with trebled damages provid-n government anti-trust cases plus est would amount to more than),000.

efendants are United California atres, which operates about 100 fornia and Nevada indoor and e-ins, and seven distributors, ely, 20th Century-Fox, Warners, mount, United Artists, Loew's, versal and Columbia.

he Estes claim they were forced lose their Vecino Theatre at Chico 957 after six years of competition United California's Senator and y houses. The brothers charge circuit conspired with the dis-tors to eliminate competition by bidding for first run film rentals hout regard for profit or loss on exhibition." Plaintiffs further ge the Elrey changed its policy econd to first runs in 1955 to com-with the Senator to "freeze out" ino.

ass, Seltzer To Tour

ennebaker executive producers rge Glass and Walter Seltzer will e a 14-city national promotion on behalf of United Artists' ake Hands With the Devil." Begin-the week of April 20, Glass and zer will participate in an intensive es of radio, press and television rviews in key cities across the ntry.

The finest carbons ever made...
NATIONAL TRADE-MARK
PROJECTOR CARBONS

MPAA Will Meet with ACE

(*Continued from page* 1)

but it is even more so when one recalls that the MPAA has been quick to disassociate itself from all recent exhibitor-distributor controversies with the explanation that "MPAA is merely a trade association and as such has nothing to do with trade practices."

That ACE wants to discuss trade practices with distributors has been made clear since the organization was formed last November with that as one of its most prominent and presumably urgent aims.

Had List of Suggestions

After its December meeting, the ACE executive committee said that its committee on producer-exhibitor-distributor relations had offered a program which listed for discussion such subjects as: new film marketing methods, shortage of prints, modernization of clearance; clearances, runs and availabilities; development of new stars, advertising, pre-release to armed forces; block-selling, price-fixing—direct and indirect; competitive bidding, orderly release of pictures and arbitration systems.

Following the February ACE executive committee meeting it was announced that these additional subjects had been added to the agenda for discussion with heads of production and distribution: production of more films in color; the exhibition of 16mm. films and more stereophonic sound prints with attendant publicity.

Discussions to Be Exploratory

How many of these subjects actually will be discussed at the May 12 meeting at the Harvard Club here of the MPAA and ACE committees is not known at this time, but an MPA spokesman said, "They can bring up anything they want. The discussions will be exploratory and very likely more time and attention will be devoted to some topics than to others."

On the MPAA committee are Spyros P. Skouras, president of 20th Century-Fox, whose encouragement last fall led to the formation of ACE in the Little Theatre of his company's home office; Arthur B. Krim, president of United Artists, and Eric Johnston, president of MPAA.

Six on ACE Committee

On the ACE committee are S. H. Fabian, president of Stanley Warner and ACE chairman; Horace Adams, Allied States president and chairman of ACE's producer-exhibitor-distributor committee; George Kerasotes, Theatre Owners of America president; Sol Schwartz, president of Metropolitan M. P. Theatres Ass'n.; Harry Brandt, president of ITOA of N.Y., and Harry Arthur, chairman, Pacific Coast Theatres Ass'n.

Asked for an explanation of MPAA's changed attitude, an association official said: "Things like this take a long time to come to fruition. There have been consultations over a long period of time, and the board finally agreed to name a committee."

Whether Allied's Horace Adams will attend the May 12 meeting is expected to be determined following Allied's special board meeting in Washington this weekend. Adams has been curtailing his activities because of his health. He did not attend Tuesday's meeting of the ACE executive committee here, and it is not known whether he will continue in his ACE post. His alternate, Irving Dollinger, attended the Tuesday meeting.

Previous Failures Recalled

Trade observers noted that previous attempts by Allied and other exhibitor organizations to meet with company heads were unavailing.

Special Film Money

(*Continued from page* 1)

in excess of $40,000, will be turned over to ACE in the near future, as a result. ACE will use it for administrative expenses. ACE has been financed up to this point, since its formation last November, by voluntary contributions paid out of the treasuries of the exhibitor organizations that are members of ACE.

The Congress of Exhibitors will continue to explore permanent financing means. The executive committee at its meeting here on Tuesday discussed a financing suggestion but took no action on it.

Fund in Escrow for Years

The industry institutional short subjects, made a number of years ago, were distributed at modest rentals in order to finance production of a complete series. Although the final two subjects were made available to exhibitors without charge, some excess revenue remained. This was added to by the sale of 16mm. rights to the subjects which were distributed abroad. The money has remained in escrow for almost 15 years.

Representatives of all branches of the industry had been named trustees of the money and all had to be contacted by ACE to obtain their permission to release the fund to it.

Kansas Censorship

(*Continued from page* 1)

said, has received no official notification of Anderson's opinion.

Meanwhile, numerous Kansas newspapers, which long have urged the abolishment of the censorship board, have used the attorney general's action to renew attacks on the agency.

Siegel on Board

Simon B. Siegel, financial vice-president and treasurer of American Broadcasting - Paramount Theatres, and of the American Broadcasting Company, has been elected a member of the AB-PT board of directors executive committee, it was announced by Leonard H. Goldenson, president of AB-PT. Siegel has served on the AB-PT board of directors since March, 1958.

PEOPLE

Alfred Alperin, formerly treasurer of the Hartford Operating Co., Hartford, and at one time on the staff at Universal studios, has been named manager of Smith Management Company's 2,070-car Meadows Drive-in, Hartford. His assistant will be **Nat Hern,** formerly with American Theatres Corp., Boston, and RKO Theatres, New York.

□

Jerry Schlesinger has been appointed advertising manager of S.O.S. Cinema Supply Co. here.

□

James H. Herndon, manager of the Grand Theatre, Atlanta, has been promoted to city manager for the Georgia Theatre Co., succeeding the late **Herman Hatton** who died recently. **James R. Lary** has been named manager of the Grand and Rialto theatres, and **Charles McPherson** has been promoted from relief manager to manager of the Capitol.

□

Robin C. Wightman, who started with Arkansas Amusement Co., Little Rock, as an usher, has been named city manager there for the circuit, succeeding **W. Lloyd Pullen,** who has resigned to enter private business in Dallas.

□

Fred Glass, who started in the industry 30 years ago with National Theatres, and most recently Fox West Coast city manager in Los Angeles, has been named to head Fox West Coast Theatres operations at Pacific Ocean Park. **Dick Mason** who recently was upped from manager of the La Reina Theatre to the booking department, will move into the Glass city manager spot. **Roy Evans,** in addition to serving as Los Angeles first-run district manager, will also assume district supervision of FWC houses in Bakersfield, San Luis Obispo and Santa Barbara.

□

Steve Edwards, former Rank Film Distributing Co. of America advertising-publicity manager, is handling Eastern promotion for American International Pictures here on a temporary basis.

□

Hal Bogue, formerly with Markoff Brothers Theatres, has joined Western Massachusetts Theatres as manager of the Suffolk in Holyoke, Mass.

Funeral Tomorrow for Ahlskog, FWC Official

From THE DAILY Bureau

HOLLYWOOD, April 15. — Funeral services will be held Friday at Immanuel Presbyterian Church with interment at Inglewood Park Cemetery for Arvin M. Ahlskog, 58, treasurer of Fox West Coast Theatres Corp., who died Tuesday of a heart condition. Ahlskog had been associated with circuit for 29 years.

In lieu of flowers, the family has requested donations be made to Heart Fund.



It's what's on the screen...and what people say about it...that cou



THERE'LL COME A DAY...

when they'll all go to movies!

oday's carriage crew—tomorrow's teen-agers . . .grown-ps before you know it—pushing baby carriages of their wn! It's a constantly replenishing market, this Motion icture audience! Themes, ideas, technics, change with the ears, of course . . . but *quality goes marching on!* That's why it pays, always will pay, to pick the best story and talent—to use the latest, most advanced technics in producing—to establish and maintain a close working understanding with the Eastman Technical Service for Motion Picture Film. Offices at strategic locations. Inquiries invited.



Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division
342 Madison Ave.
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

U A Earnings

(*Continued from page* 1)

tal capital stock of 1,367,485 shares outstanding at year end were $2.71. The comparative earnings per share for 1957, adjusted to the number of shares outstanding at the close of 1958, were $2.39.

During the year 1958 the amount of 6% convertible debentures was reduced through conversions from $8,365,100 to $6,343,600.

UA Executives Leave Friday for Europe, Israel

Arthur B. Krim, United Artists president, Max E. Youngstein, vice-president, and Robert F. Blumofe, vice-president in charge of West Coast operations, leave here tomorrow for production and distribution conferences in Europe and Israel. The UA executives' first stop will be London where they will preview Edward Small's "Solomon and Sheba."

Following promotion conferences on this and other films in London, Krim and Blumofe will fly to Israel, where "Exodus" and "My Glorious Brother," will be filmed next year for UA release. Youngstein's itinerary includes London, Paris and Rome. He returns to New York on April 24 after conferences at UA's overseas offices. Blumofe will attend the Film Festival in Cannes following his visit to Israel.

REVIEW:

Watusi

MGM

HOLLYWOOD, April 15

THRILLING animal footage in Technicolor; native tribal dances and the dangers of the jungle have been incorporated into this story of two men and a woman who brave the African jungles in search of the famed diamonds of King Solomon. Watusi is the name of the seven-foot warriors who guard the area of the mine containing the treasure chest.

James Clavell wrote the screenplay, which is based on H. Rider Haggard's famous novel, "King Solomon's Mines." George Montgomery portrays the son of a hunter who was befriended by the Watusi tribe when he made the trek to the fabulous mines. He returns to Africa, following World War I, to retrace his father's journey in search for the treasure. David Farrar, a jungle hunter and friend of Montgomery's late father, joins Montgomery on the safari.

Montgomery displays a hatred for all Germans, blaming them for his mother's and sister's death in a ship-sinking during the war. He harbors a resentment for Taina Elg, daughter of a missionary, whom he saves from a savage tribe, when he discovers she is of German parentage. He changes his mind about Miss Elg, after she saves him from a jungle fever.

Recognized by the Watusi as the son of their former friend from a jeweled neck piece he is wearing, Montgomery is able to penetrate the Watusi country and is led to the mines. Montgomery, Miss Elg and Farrar manage to reach the treasure chest and take a few handfuls of the diamonds at the risk of falling into a fiery canyon while they make their way through a mine cave. Miss Elg and Montgomery declare their love for each other, after she refuses Farrar's proposal of marriage, and they decide to remain in the Watusi country.

Kurt Neumann directed. Al Zimbalist produced.

Running time, 85 minutes. General classification. Release, in April.

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Cordially invites you to attend

THE PRESIDENTS' LUNCHEON

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Dietrich Sues Hughes, Asking $2,111,965

From THE DAILY Bureau

LOS ANGELES, April 15. — Noah Dietrich filed suit in Superior Court here yesterday for $2,111,965 against Howard Hughes and the Hughes Tool Company charging "fraud and deceit."

Dietrich, former top executive of RKO Radio Pictures, stated in the complaint that Hughes had offered him $1,000,000 in September, 1956, severance pay if he ever left his employ. He subsequently retired in May, 1957, at which time Dietrich claims Hughes owed him $1,600,240 for work and services.

Dietrich's attorneys said their client's breaking up with Hughes was due to Hughes' refusal to put this promise in writing.

Vidor Off for Europe

HOLLYWOOD, April 15.—Charles Vidor, who will direct "A Magic Flame," William Goetz production for Columbia, left here tonight enroute to Europe for the shooting of the film, which stars Dirk Bogarde and goes before the cameras May 4 in Munich.

Muhl Assigns Arthur

HOLLYWOOD, April 15.—Edward Muhl, Universal-International vice-president in charge of production, today assigned Robert Arthur to produce "The Great Imposter," adapted from Robert Crichton's book which the studio purchased last month.

Laud Skou

(*Continued from pag*

popularity of stereo sound, cil declared that it hoped companies would follow t Fox in making films avail stereophonic sound.

The Council also urged who are equipped to pres sound to do so, and to a advertise stereophonic sou of their attraction.

'Modern Times'

(*Continued from pag*

of the Inwood Theatre Hills, Queens. The marshal session of the print by virtu of seizure issued out of District Court for the East of New York. Issuance o had been directed by Judg W. Byers in a copyright in suit, also filed Tuesday, b port, as owner of the cop Lopert, as sole authorized of "Modern Times" in the

In the complaint plaint that showings of the pictur authorized and infringed right in "Modern Times" claimed the Inwood Theat ing of an alleged "exclusive run in this area as well as of the exhibition of the the 16mm print, constitu trade practices and unfai tion."

Defendants named in plaint are Robert B. Fisch ington, D. C., Mark Redw attsville, Md., Ed Saretsk delphia, Fred von Bernewi cellent Films, a New Yo tion.

According to an affidavit of the application for seizu Edward A. Sargoy, of the Sargoy & Stein, attorneys Export Company Establi had witnessed the showin ern Times" at the Inwoo on Sunday, April 12, and as a copy of the copyrig picture originally released Chaplin in 1936 through ists, whose U.S. distribu had expired many years

The complaint was sig goy & Stein as attorneys port. The co-plaintiff dist pert Films, Inc., is repr Phillips, Nizer, Benjami Ballon, through Jerome P that firm.

Suit Transfer As

Defendants in an an filed by Independent Th a Tennessee corporatio theatres in Chattanooga requested that the case Atlanta instead of New The defendants, which i ner Bros., 20th Century- Inc., Citation Films an Broadcasting - Paramoun told the court here that are all on file in the C A hearing on the petition later this month.

EVIEWS

Boy! Hey Girl!

a
ally speaking, this Harry roduction is as bouncy and ing as anyone who is a fan popular stars, Louis Prima ely Smith, could ask for, by Sam Butera and the Wit- a swinging combo if there s one, Louis and Keely per- less than nine musical num- ging from a tender lullaby to y title tune, "Hey Boy! Hey

Raphael Hayes—James West ay has Prima, portraying looking for a new girl singer roup. Asked to appear at a bazaar organized by priest Gregory with the help of who is called Dorothy Spen- ughout, Prima soon finds the a pleasant voice and per- er to try out for the job with p.

is an instant success, and be- know it, she and Louis are The only hitch is that she has brother, Kim Charney, who ike the idea of Louis taking away from him. Hard feel- finally smoothed out, how- d at the fadeout, Keely gets s Mrs. Louis Prima, which real life.

ed by David Lowell Rich, mbia picture has its musical spaced so that the story is ept to a minimum. This was nking. The best performance funny bit turned in by Bar- ller, who plays a no-talent ditioning for Prima.

time, 81 minutes. General tion. Release, in May.

WARREN G. HARRIS

l of Lost Women

—Warners

ichards, Venetia Stevens and ith are the stars of this small l adventure drama. The most ble aspect of the film is its e screenplay of "Island of omen" is naively plotted and (perhaps purposely) for the minating. In the film's favor exotic locale, three lovely dash of science fiction and a unning time.

ichards is seen as an Ameri- io commentator, and John his pilot-photographer friend forced down on a lovely, d Pacific isle while en route alia. The island's sole inhabi- e Alan Napier, a former physicist, and his three mag- teenage daughters, Miss Stev- Diane Jergens and June Blair. who had brought his brood land 15 years before to escape ors of the modern world, is ndably irked by the intrusion. ne two strangers refuse to give ir word that they will not tell of his retreat when they get back to civilization, the scientist destroys their plane.

Further complications arise when Miss Stevenson and Miss Jergens fall in love with Richards and Smith and help them build a raft for escape. In his efforts to prevent this, Napier accidentally sets his laboratory on fire which, in turn, triggers an atomic blast which wipes out everything on the island except the people. The ending finds them all hopefully looking for rescue and happiness ever after.

Albert J. Cohen produced the Jaguar production and Frank W. Tuttle directed the screenplay by Ray Buffum, based on a story by Prescott Chaplin.

Running time, 71 minutes. General classification. Release, in May.

VINCENT CANBY

Plan 'MGM Corp.' as Name

(*Continued from page* 1)

Loew's Theatres and Radio Station WMGM, consolidated net income amounted to $5,749,000. This compares with a consolidated net income of $509,000 in the corresponding period one year earlier.

Vogel reviewed the company's affairs yesterday for a representative group from the financial community at Loew's Inc. headquarters. In his remarks, he reported that the company was studying possible diversification moves.

Differentiates Income

Vogel also supplied a breakdown of the earnings as between the two companies into which Loew's Inc. was divided on March 12. Of the consolidated net income of $5,749,000 earned in the 28 weeks ended March 12, 1959, $951,000 was attributable to what is now Loew's Theatres, and $4,798,000 to the new Loew's Inc.

As the stockholders of Loew's Inc. received one half share of stock in each of the two new companies for each share of old stock each company now has 2,668,388 shares of common stock outstanding. On this basis, earnings per share were $1.80 for Loew's Inc. and 36 cents per share for Loew's Theatres for the first half of the current fiscal year.

Vogel pointed out that since Loew's Theatres and Radio Station WMGM were separated from Loew's Inc. on March 12, his further comments would be confined to operations of Loew's, Inc.

Cites Loss Changed to Profit

"Last year," he said, "during the first half, a 28-week period, the divisions which now make up MGM incurred a loss of $483,000 before interest and taxes. For the same period, this year, the same divisions show a profit before interest and taxes of $10,792,000. The big difference is due to a sharply improved performance in film production - distribution which showed a loss of over $5,000,000 in the 28-week period last year compared to a profit of almost $5,000,000 during the same period this year."

Vogel reported that the forthcoming release of the film "Ben-Hur" has created enormous excitement in the motion picture industry. He said: "Our sales department is being literally besieged by theatre owners throughout the world, many of them offering huge guarantees for the right to exhibit this picture in their theatres. They offer to modify and improve both the interior and exterior of their theatres—for the right to show 'Ben-Hur.' Many believe that this one picture will do more to revive the film industry than anything that has been presented since the end of World War II."

Name Steinhardt

(*Continued from page* 1)

to Tokyo on Saturday to participate in M-G-M's "Ben-Hur" conference in that city April 21 to 25. From Tokyo he will proceed to Saigon to assume his duties.

Steinhardt has a background of 27 years in the film industry. His last post was with 20th Century-Fox as manager of Thailand and South Vietnam, and prior to that he held managerial posts in various parts of the world, including the Near East, Belgium and Puerto Rico.

350 Set to Attend

(*Continued from page* 1)

will be honored as retiring president of the organization.

Harry Brandt will officiate at the installation.

This year marks the 20th anniversary of Cinema Lodge. In tribute to Schwalberg, founder and first president of Cinema, all of the past presidents have agreed to act as honorary chairmen for one year for each of the agencies that comprise the fabric of B'nai B'rith activities.

A large group representing every phase of the motion picture and television industry will grace two daises at the luncheon.

Dais Roster a 'Who's Who'

Dais guests will include: Rabbi Bernard Birstein, Harry Brandt, Julius Collins, Ned E. Depinet, Russell V. Downing, Simon H. Fabian, Emanuel Frisch, William J. German, Alex Harrison, Leo Jaffe, Harry M. Kalmine, Jack H. Levin, Joe Levine, Elmer H. Ludwig, Sidney M. Markley, Edward Morey, John J. O'Connor, Eugene Picker, Harvey Platt, Samuel Rinzler, Joseph B. Rosen, Alfred W. Schwalberg, Leslie R. Schwartz, Sol A. Schwartz, Spyros S. Skouras, Jr., Solomon M. Strausberg and Oliver Unger.

At the past presidents' table will be: Mr. and Mrs. S. Arthur Glixon, Irving H. Greenfield, Arthur Israel, Jr., Martin Levine, Burton E. Robbins, Saul E. Rogers, Robert K. Shapiro, Adolph Schimel, Robert M. Weitman, Joseph B. Rosen and Mrs. Alfred W. Schwalberg.



Television Today

IN OUR VIEW

NOW that the perennial visit of "Uncle Oscar" has come and gone —and incidentally, doing a great deal of good for both motion pictures and television, regardless of what anyone intended—the time is approaching for the now equally perennial visit of his young feminine relative, "Emmy."

The flowing, graceful lines of the young and attractive statuette will grace the mantels of a good many television performers, directors, writers, etc., ere a month has gone. On the night of Wednesday, May 6, the eleventh annual Emmy Awards of the National Academy of Television Arts and Sciences will be made, via the NBC-TV network nationwide from 10 to 11:30 P.M., EDT. There will be millions looking and listening in, of course, as there were for the film awards, and the program is to originate from three locations, the Moulin Rouge supper club in Hollywood, the Ziegfeld theatre in New York, and the Grand Ballroom of the Mayflower Hotel in Washington.

No less a personage than Vice-President Richard M. Nixon will participate from the latter city, making some of the presentations in the news and public affairs categories. Bob Hope will be among the masters of ceremonies, doubling in brass (no new thing for him), and just this week Jack Benny, Mike Nichols and Elaine May were added to the list of presenters and entertainers scheduled for the telecast presentation.

•

There are indeed loads and loads of categories, and although it may seem at first glance to be an unwieldy number, closer examination of the category divisions indicates the necessity of maintaining the total as is, so diverse are the facets of presentation in the television medium. We personally, in Television Today, are happy indeed to see our friend Red Skelton nominated for his Red Skelton Show over CBS in the Best Comedy Series division, for Red it was who won top honors as Best Comedian in the annual ***Television Today-Fame*** poll of television writers and editors across the country. Of course he has competition, but that is the staff of life to television as to other pursuits and endeavors, and it is competition which compels an alertness and sharpness which in turn means better results. Two other of our hardy perennial ***Fame*** winners, Perry Como and Dinah Shore, also were nominated in the appropriate categories.

The Academy membership will cast its ballots secretly, of course, from among the almost 200 nominees divided among 42 categories, with the CBS and NBC networks almost even in total nominees, although CBS had a slight edge and ABC trailing, but showing considerably greater strength than in past years.

•

The complete listing, too detailed for repeating here, is a thorough-going "who's who" and "what's what" of the past year in television, with glory and to spare for all, although only one in each group will take "Emmy" into his or her arms. May the best guy or gal win, but a congratulatory pat on the back to all who have been nominated for a good job, well done.

—*Charles S. Aaronson*

NTA International Has New Film 'Package'

A new package of motion pictures which includes 51 post-1948 features, is now available for television presentation, Harold Goldman, president of NTA International Inc., announced yesterday. Titled "NTA's International Package," the 64 films make up the first group of features released by NTA International since the new world-wide organization was formed five months ago.

Included in the grouping are six Shirley Temple films made while the young star was at the peak of her career.

Goldman also revealed that he is leaving shortly on a tour of motion picture centers throughout the world to meet with leading producers and film companies. Discussions will center on the possibilities of bringing first-rate film properties to television.

'White House Saga' Is Set on NBC Next Season

"The White House Saga," a dramatic production created and written by Nanette Kutner, leading magazine writer, will be presented by the NBC Television Network during the 1960-61 season. This was announced by Robert F. Lewine, vice-president, NBC Television Network Programs.

"The White House Saga" will feature leading performers, live or on tape, with the episodes bound together by a poetic narration.

Acquire 'Peacemaker'

"The Peacemaker," a new Western series, has been acquired by Screen Gems and added to the schedule of new properties to be readied for production. William Sackheim, Screen Gems' executive producer, will develop "The Peacemaker" with a writer to be assigned immediately.

Who's Where

John M. Cooper, formerly managing editor for CBS Newsfilm, has been promoted to manager, it was announced by **Sig Mickelson,** general manager of CBS News and vice-president of CBS, Inc. In his new capacity, Cooper replaces **Howard Kany** who has left the CBS Newsfilm managership to assume a new position as director of international business relations for the CBS Television Stations Division.

□

Jack Berch has been appointed a senior vice-president in the TV division of Transfilm Inc., it was announced by **William Miesegaes,** president of the TV commercial and business film production company. Recently, Transfilm became part of the entertainment division of The Buckeye Corporation.

□

Three administrative appointments and an expansion of the scope of WABC-TV's sales department were announced by **Joseph Stamler,** vice-president and general manager of the flagship station. **James E. Szabo,** sales manager of the station, has been named general sales manager. **Robert F. Adams,** now serving as account executive, has been appointed assistant sales manager. **Bill J. Scharton,** currently employed by NBC Spot Sales in Chicago, moves to WABC-TV as national sales manager. Both Adams and Scharton report to Szabo.

Two Bills on Toll-TV Filed in California

Special to THE DAILY

SAN FRANCISCO, April 15.—Two bills affecting proposed pay-TV operations in California have been introduced in the legislature at Sacramento by Assemblyman Louis Francis.

The first would prohibit any pay-to-view program which is being broadcast free in the state at the same time.

The second bill provides that the state Public Utilities Commission be given authority to franchise and regulate toll-TV throughout the state.

Senate Educational-TV Bill Asks $50,000,000

From THE DAILY Bureau

WASHINGTON, April 15. — The Senate has passed a bill to provide $50,000,000 of Federal funds for educational television. The bill, which now goes to the House, would permit grants up to $1,000,000 for each state to foster educational TV stations.

The Administration is opposed to the measure.

REVIEW:

The Great St. Louis Bank Robbery

Guggenheim—U.A.

HARTFORD,

Bank holdups of varied si mensions and approaches lo held the fascinated eye of scre ers, and in the case of this heim Associates release, th premise is admirably retained face of illogically-conceived Moreover, the inferred attachn from wholesome, evident amo principals, relegates "The G Louis Bank Robbery" to adult status. Exploitation activity cated, certainly, and a c stressing action rather than would be recommended to ex on all counts.

Richard Heffron's screenpl produced by Charles Guggenh latter sharing directorial cre John Stix. Steve McQueen, Clarke, Crahan Denton, Mo Carthy and James Dukas are t characters.

As the title specifies, the locale is the Missouri metrop aim of four men to hold up From the point of initial enco course, it's a downright forego clusion that the quartet will se survive in one manner or anot the subsequent footage sees thi standing complete.

McQueen, youngest of the has a yearning for Miss McCar ter of another of the participa she's killed off for her allege ence on cancelling the bank vi The police speed to the scen the bandits can make their ant breakaway. One hoodlum is kil other commits suicide, McQue self is wounded and captured remaining outlaw, escaping, is hended.

Running time, 86 minutes. classification. Release, in Febr

Six Officers Named

(*Continued from page 1*

Samuel P. Norton, vice-presi charge of legal and business David J. Melamed, vice-presi charge of administration; Ge Gould, vice-president in ch television broadcast facilities. continues as president of NTA studios); Burton I. Lippman, ant treasurer and assistant se (Lippman remains as contro NTA.)

ABC Vending Annu Revenues $64,597,

ABC Vending Corp. and aries have reported total o revenues of $64,597,461 for t ended Dec. 28, 1958. Revenue company for the previous ye $56,006,937.

Net income for 1958 was 371, or $1.67 per share, as co with $1,429,222, or $1.27 pe in 1957.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

85, NO. 73 NEW YORK, U.S.A., FRIDAY, APRIL 17, 1959 TEN CENTS

ITORIAL

ltural Policy– oscow Style

By Sherwin Kane

USTRY members no doubt read th some misgivings the New rk Times' report yesterday of the government's reprimand to Moiseyev, the Russian dance director, for having given too ng an account of life in the d States following his return to w from a tour of this country ear.

cording to the Times' account, yev was summoned to the office kolai Mikhailov, Soviet Minister lture, after having praised Amer- lrama, music and art and noting e was leaving discussion of our omings to the persons in the Union "responsible for such ." Moiseyev was told that his ks lacked balance.

•

would appear that this official e reflects Soviet policy with re- to public information on Amer- ulture and entertainment — "If can't say something bad along the good, keep quiet."

e Times' story notes that Soviet s to the United States since the f the Moiseyev rebuke all mixed ional Soviet complaints about ica with their pleasant recol- ns. They included Sergei Gera- , film director.

•

development raises the question er the Soviet, if it keeps its about not altering any of the ican motion pictures sold to it t of the State Department's cul- exchange agreement, will con- to permit the unqualified ex- on of any of our films which an obviously favorable impres- on the masses.

d if this is permitted, will the t Ministry of Culture, in keep- with its official policy, produce American films to be exhibited in any with ours?

the Times' story is as factual as

(*Continued on page 2*)

EVISION TODAY—page 9

20th-Fox Schedules 24 Films for Production From Now to October

Twentieth Century-Fox will place 24 productions, all in CinemaScope, before the cameras between this month and October. Announcement of the record production schedule was made here yesterday by Spyros P. Skouras, president, and Buddy Adler, production head, following a series of meetings at the home office.

Skouras and Adler said the production plans were a "reaffirmation of the faith of 20th-Fox in exhibition."

The productions and the months they are scheduled to start are as follows:

April: Elia Kazan's "Time and Tide"; David O. Selznick's "Tender Is the Night"; Charles Brackett's "O

(*Continued on page 8*)

Allied to Weigh MPA Committee

By J. A. OTTEN

WASHINGTON, April 16. — Officials of Allied States Association want to know the real significance of the committee named by the Motion Picture Association to meet with the American Congress of Exhibitors on May 12.

General counsel Abram F. Myers said the special Allied board meeting here Saturday and Sunday would get

(*Continued on page 7*)

Levine Will Handle 'Jack the Ripper'

By WILLIAM PAY

LONDON, April 13 (By Air Mail)— Regal Films International's first major British production "Jack The Ripper" will be handled in the United States by Joseph E. Levine, president of Embassy Pictures Corp. This was announced here by Regal's joint managing director Michael Green at a press conference on his return from America.

Reporting on the successful show-

(*Continued on page 2*)

Columbia Ad Plan: 'Cradle to B.O.'

By SAMUEL D. BERNS

HOLLYWOOD, April 16.—Dedicating its future policy and philosophy of supervising the advertising, publicity and merchandising of films from "the cradle to the box office," Columbia Pictures' top management team in the publicity - advertising area, headed by vice-president Paul N. Lazarus, Jr., met with the trade press at the studio here today to point up its program.

Marking the first general meeting of the team, comprised of East and West Coast executives, including Jonas Rosenfield, executive publicity-

(*Continued on page 7*)

REVIEW:

This Earth Is Mine

Vintage Prod.—Universal International—CinemaScope

IN "THIS EARTH IS MINE" Universal has another solid box office entry to follow its "Imitation of Life." Produced on an ambitious scale, it co-stars Rock Hudson, Jean Simmons, Dorothy McGuire and Claude Rains. Henry King, now observing his 40th anniversary as a film director, does one of his most adroit jobs with this fascinating tale, beautifully photographed in CinemaScope and Technicolor.

Its entertainment assets are numerous and so are its exploitable properties. The wise showman will make full use of all of them and will be rewarded with very substantial returns. "This Earth Is Mine" has scope and depth, strong romantic and individual conflicts, interesting and like-

(*Continued on page 9*)

40th Year

U. A. Gross for 1st '59 Quarter 17% Over '58

Company Has Nothing to Report Except Progress

United Artists' gross for the first quarter of 1959, ended last week, was $3,100,000 ahead of the gross for the corresponding quarter last year, Arthur Krim, president, told trade paper representatives who were guests of the



Robert S. Benjamin, and Arthur B. Krim, president, cut the United Artists' birthday cake.

company at a 40th anniversary luncheon at 21 Club here yesterday.

Krim used the occasion to thank the trade press "that has helped us along the way, particularly in report-

(*Continued on page 7*)

U.A. Executives Laud Aid by Trade Press

United Artists officials freely credited the trade press with an important role in the eight-year success story of the present management in informal talks at a luncheon here yesterday marking the 40th anniversary

(*Continued on page 7*)

PERSONAL MENTION

WILLIAM J. HEINEMAN, United Artists vice-president in charge of distribution, plans to leave here in mid-may on an Alaskan hunting trip.

•

HARRY BRANDT, head of Brandt Theatres, will leave here by plane tonight for Paris, and will attend the Cannes Film Festival, where he will be joined by RICHARD BRANDT, president of Trans-Lux Pictures.

•

ROY BREWER, head of branch operations for Allied Artists, is in Chicago from New York for the Windy City premiere of "Al Capone."

•

KENNETH MAIDMENT, Columbia Pictures administrative supervisor for the United Kingdom, arrived in New York from London yesterday via B.O.A.C.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Minneapolis from New York.

•

E. L. BOSTICK, vice-president and Southern district manager for National Theatre Supply Co., has returned to his Dallas headquarters from Atlanta.

•

GEORGE LYNCH and BERNARD DIAMOND, film buyer and theatre operating head, respectively, for the Schine circuit, arrived here yesterday from Gloversville, N. Y., for conferences with officials of Allied Artists.

•

CHARLES VIDOR, director, will leave New York today for Vienna.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
AUDREY HEPBURN • ANTHONY PERKINS
in "GREEN MANSIONS"
Co-starring LEE J. COBB
SESSUE HAYAKAWA • HENRY SILVA
In METROCOLOR and CinemaScope
An M-G-M Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

NO LANGUAGE BARRIER
Translate your picture into
U. S. Dollars with a Ben Adler
National Sales Campaign.
Ben Adler ADVERTISING
LOngacre 4-2190 • 1501 Broadway, N.Y.C.

'Life' Opens Today at Roxy Theatre Here

Universal - International's "Imitation of Life" will have its New York premiere at the Roxy Theatre this morning, climaxing a continuous promotional drive which started a week before the picture's world premiere in Chicago on March 17.

Advance Promotion Heavy

Many of the cast members of "Life," including Lana Turner, Susan Kohner, Juanita Moore and Robert Alda, have participated in New York promotional activities, as has authoress Fannie Hurst. An important adjunct of the campaign here has been a large number of special screenings for various groups of opinion makers to create word-of-mouth publicity.

Cardinal Spellman Will Sponsor 'Heaven' Bow

His Eminence Francis Cardinal Spellman will sponsor a special premiere showing of "Embezzled Heaven," feature film based on Franz Werfel's novel, on Thursday night, April 23, 8:30 P.M., at the Guild Theatre in Rockefeller Plaza.

The performance will benefit the Cardinal's favorite charity, The New York Foundling Hospital.

Regular continuous performances of "Embezzled Heaven" will start at the Guild the next day.

Levine to Handle

(*Continued from page* 1)

manship launching of "Hercules" by Levine, he said that "The Ripper" was also an exploitable picture, ideal for the American market, and he felt "most confident and hopeful for the future" with Levine handling the picture.

"The Carreras have proven there is a market for this type of British picture in America and we hope to follow in their footsteps," said Green.

Plan Two More Films

Regal's immediate production plans include another picture by the producers of "Jack the Ripper," Robert S. Baker and Monty Berman, titled "Flesh and the Fiends". Also "This Other Eden," produced by Emmett Dalton.

Mrs. Strickling Dies

HOLLYWOOD, April 16.—Funeral services for Mrs. Margaret Strickling, 88, mother of MGM vice-president Howard Strickling, who died Tuesday night at San Antonio Community Hospital, will be held 10 A.M. tomorrow at Draper Mortuary, Ontario, Calif. Surviving, in addition to her son, Howard, are three other sons: Joseph, Roy and Dean; a daughter, Mrs. Jack Chandler; a brother, Dr. Richard Cochran, and a sister, Mrs. Rose Reese.

To Negotiate Rank Film Sale in Russia

From THE DAILY Bureau

LONDON, April 16. — Harry Norris, managing director of Rank Overseas Film Distributors and Richard Odgers, general manager of the company, will fly to Moscow tomorrow to investigate the possibility of the sale of Rank films in Soviet Russia.

Minnesota Exhibitors Lose Fight Against DST

Special to THE DAILY

MINNEAPOLIS, April 16. — Legal or not, most of Minnesota will have daylight savings time by Memorial Day. This became apparent with the state's House of Representatives recent refusal to pass a compromise bill which would give daylight savings time to Minnesota for two years, followed by a state-wide referendum.

Drive-ins Hard Hit

This refusal was a severe blow to exhibition's hopes of killing the daylight savings law, which it is felt has cut into 50 per cent of drive-in revenues in the two years the statute has been on the books. Although the old law expires on May 30, a local option law which was passed by the legislature in 1957 remains on the books.

The House has refused to take a bill repealing this law out of committee. This bill gives the metropolitan area counties of Hennepin (Minneapolis), Ramsey (St. Paul) and St. Louis (Duluth) the right to adopt daylight savings time on a local basis without further approval.

See Gain for the Dakotas

Once these counties adopt fast time, it is believed a certainty that the rest of the state will follow. Under these circumstances, it will not be dark enough in Minneapolis to start a show before 9:30 p.m., and further north, starting times may have to be set back as far as 10:30 or later. It has already been demonstrated that the bordering states of Iowa and North and South Dakota, which do not have fast time, will pick up much of the business lost to Minnesota exhibitors.

Settle Anti-Trust Suit

An anti-trust suit filed against eight film distributing companies by Henrietta Sunness, operator of the Jarvis and Crest Theatres in Binghamton, N. Y. has been settled and discontinued in New York Federal Court. In the settlement, the Crest was given first-run availability in the area and the Jarvis had its clearance period reduced to 14 days after first-run. Action in the same suit still stands against Comerford Theatres.

EDITORIA

(*Continued from page* 1)

it appears to be there are seri questions about how much good film exchange agreement with M cow will do America—or the indust

On the Right Track

YESTERDAY's announcement of formation here on Tuesday of Council for the Improvement of Th tre and Motion Picture Projection one more in an ever-increasing ser of manifestations that exhibitor le ership today is alert to means of proving its competitive position doing the utmost to attract increa patronage.

The meeting, under the auspi of Theatre Owners of Ameri brought together representatives four trade associations, IATSE, t carbon companies and two sou service organizations, all with the of improving theatre projection, sou and physical maintenance. TOA pr ident George Kerasotes arranged meeting to meet the challenge of recent Motion Picture Research Co cil report on sub-par projection many of the nation's theatres.

•

When projection standards h been improved the Council plans only to continue in existence but to add other phases of theatre ope tion to the scope of its clinical tention.

TOA is to be congratulated on new program for restoring and ma taining the theatre's position as preeminent center of entertainm and for taking prompt and constr tive action where the need for s action has been shown.

It is in the same category as is increasing participation by all le of exhibition in the merchandis conferences sponsored by Motion ture Herald, designed to aid b exhibition and distribution in rea ing the maximum revenue from portant new releases in today's m ket.

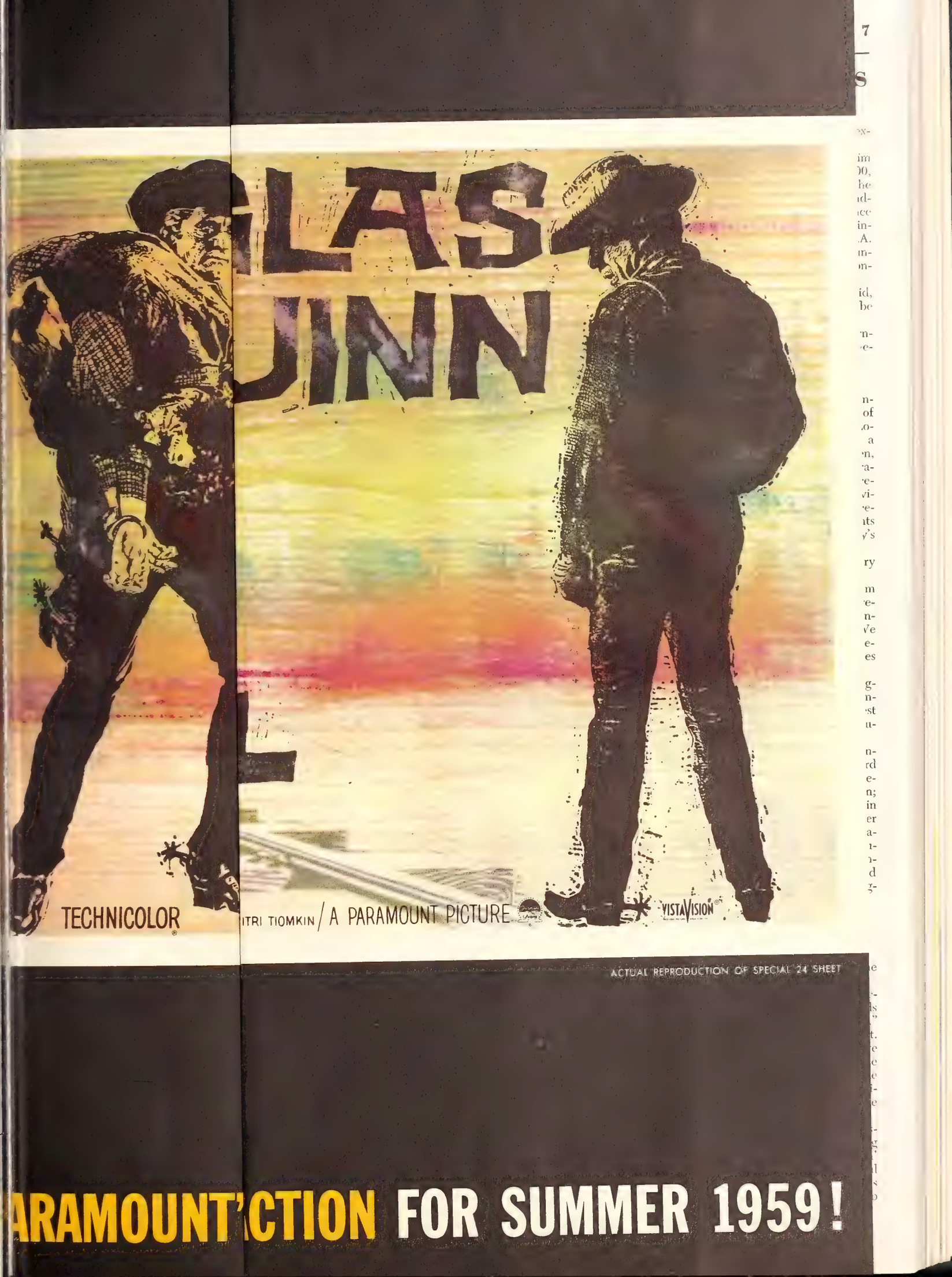
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If this trend continues, Hollyw will have to make them all good. convenient whipping-boy is rapi putting himself beyond reproach.

200 Book 'Dodge Cit

"Gunfight at Dodge City," Un Artists western drama, has been to open in over 200 situations in Dallas, Kansas City, New Orle St. Louis and Omaha exchange ar Joel McCrea, star of the Mir Company presentation, will mak series of personal appearances spark local level promotion c paigns in advance of the key city gional openings.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Ed Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vin Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-P dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,


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JINN
TECHNICOLOR
ITRI TIOMKIN / A PARAMOUNT PICTURE
VISTAVISION
ACTUAL REPRODUCTION OF SPECIAL 24 SHEET
ARAMOUNT'CTION FOR SUMMER 1959!

PERSONAL MENTION

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To Negotiate Rank Film Sale in Russia

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(*Continued from page* 1)

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ACTUAL REPRODUCTION OF SPECIAL 24 SHEET

PARAMOUNT'S POWERHOUSE SUSPENSE-ACTION ATTRACTION FOR SUMMER 1959!



KIRK DOUGLAS
ANTHONY QUINN

HAL WALLIS'
TECHNICOLOR PRODUCTION

LAST TRAIN FROM GUN HILL



CAROLYN JONES/EARL HOLLIMAN/Directed by JOHN STURGES/Screenplay by JAMES POE/STORY BY LES CRUTCHFIELD/MUSIC BY DIMITRI TIOMKIN/A PARAMOUNT PICTURE

iscrimination on k-See': Heineman

m J. Heineman, United Art- -president in charge of dis- , denied yesterday that the 's "look-see" policy would rced against only a certain exhibitor.

ering a question put to him at 10th anniversary luncheon to ress representatives, Heine- terated that the policy would ied uniformly to all.

lle to Box-Office'

Continued from page 1)

ing director; Robert Ferguson, ffice publicity-advertising di- John Flinn, studio publicity and Robert Goodfried, stu- licity manager, Lazarus called to the joint operation of dictated by today's need for ional coverage.

e will be no last minute sell- films. For the first time, the ia publicity - advertising de- t will now be working on pro- dates instead of release sched- azarus stated.

Men to Have Vital Role

men, with Hollywood back- and a knowledge of distribu- d exhibition, interested in a a package, will be employed advance of shooting dates to tors, radio and television com- rs in key cities throughout the discuss film projects and take for material which will be ilored for particular outlets, ld said, adding that the "his- paration of East and West pub- epartments is now passe."

pen-door policy for informa- the company will now be ned; and emphasis on closer with company's roster of in- ent producers will also be o effect pre-arranged mer- ng opportunities on review- during the pre-production hrough requests for special d "trailer shots" during film- project, it was pointed out.

rade Papers Emphasized

us stated further that Colum- l make a sizable upswing in aper advertising to build an corporate image with institu- ds aimed at introducing new- s and actresses and attracting dent producers to Columbia's

us cited "Seventh Voyage of and "Gidget" as examples of rchandising program being in- that is proving itself at the ce.

nfield in pointing up the com- plans to return to studio super- f the production phase of pub- so called attention to on-the- rvicing in England and the nt, with Sidney Merkin and Weiner, respectively, acting blicity representatives.

rus will leave here tomorrow v York. Rosenfield and Fergu- by plane late today.

Allied to Weigh MPA Group

(Continued from page 1)

a report on the meeting of the ACE executive committee in New York this week, and would be "eager to learn" whether the meeting of the MPAA group with ACE "is the round-table conference which was the principal reason for bringing ACE into existence, or merely a preliminary step leading to a full conference including the heads of all the companies."

'White Paper' on Agenda

The special board meeting, Myers said, would also review the work in the various territories in support of the Allied "white paper" campaign and would consider plans for stepping up the campaign. Many of the Allied board members plan to stay over Monday to contact their Senators and Representatives on Allied complaints against the Justice Department and distributors.

Allied officials will try to induce President Horace Adams to retain the presidency, promising to relieve him of some burdensome chores, such as attending meetings all over the country, Myers said. He also stated there is some talk of a "regency" plan to run Allied until the next annual board meeting in December or January. Myers gave no details on this "regency" idea.

Adams to Preside

Adams will preside over the special board meeting this weekend. Myers said Adams had not indicated whether he would serve out his term. Adams' doctor has ordered him to shed some responsibilities and duties, and Myers said Allied leaders were "appalled" at losing Adams' leadership.

The board also plans, according to Myers, to look at the so-called Basle case in Pittsburgh. Basle is an exhibitor who won an anti-trust case, and Myers contended distributors were going far beyond the requirements of the decree in the case and were arbitrarily zoning the city, instituting zone-wide competitive bidding, and reducing print availability. He said the board hoped to find means to help the Pittsburgh exhibitors and to protect exhibitors in other areas against the "spread of these new and onerous marketing methods."

Irving Dollinger will submit a report from the Emergency Defense Committee, and the board will hear reports and formulate policy on legislation pending in Congress to extend minimum wage coverage to theatres and to give the Federal Communications Commission control over wired pay-TV schemes.

Myers said in view of the special board meeting, the regular Spring board meeting scheduled for Boston May 11 and 12 would probably be cancelled.

Ill. Papers Feature Zanuck Appearance

Special to THE DAILY

SPRINGFIELD, Ill., April 16. — Illinois newspapers, radio and television stations were filled with news of 20th Century-Fox's "Compulsion" today via producer Richard Zanuck's unprecedented appearance before the state legislature yesterday. A bill dealing with the elimination of capital punishment is currently under discussion in the legislature. "Compulsion" deals in part with the capital punishment theme.

Talks with State Officials

Zanuck also met with state officials as well as legislature members to discuss his research into the problem. In addition, the young producer presented State Secretary Charles Carpentier with a copy of the original "Compulsion" script for the state archives.

Following this activity, Zanuck met with the area's leading exhibitors at a special luncheon, which was followed by a lengthy conference with Governor Stratton.

Today Marks 40th Anniversary of U.A.

Today marks the 40th Anniversary of United Artists Corp. It was on this day in 1919 that four of the most famous stars and producers of the period—Charles Chaplin, Douglas Fairbanks Sr., D. W. Griffith and Mary Pickford—set their signatures to the documents that brought the film company into existence. Today, as this event is being celebrated around the world by the legion of stars, producers and creative talent associated with United Artists in the present and past, the company is enjoying the greatest financial and artistic rewards of its history.

Arthur B. Krim, president, and Robert S. Benjamin, chairman of the board, who head the new management-owner team that has been directing the affairs of UA since 1951, this week reported that net earnings for 1958 reached an all-time UA high of $3,701,963, and world-wide gross revenues attained a peak of $84,072,467. The 40th Anniversary Year promises to be even more profitable.

In the eight years under the Krim-Benjamin stewardship net earnings have increased more than tenfold and gross revenues have multiplied more than four times over. Other members of the management team are William J. Heineman, vice-president in charge of distribution, Max E. Youngstein, vice-president, Arnold M. Picker, vice-president in charge of foreign distribution, and Seymour M. Peyser, vice-president and general counsel.

UA's Grosses

(Continued from page 1)

ing our hopes and aspirations to exhibitors and to Hollywood."

The 1959 first quarter gross, Krim reported, amounted to $19,300,000, or a 17 per cent increase over the $16,200,000 gross for the corresponding 1958 period. And, he added, since the 1958 figure was a healthy increase over that for 1957, the U.A. record of uninterrupted progress under the present management is continuing.

"It is our prediction," he said, "that for the year 1959 we will be substantially ahead of 1958."

U.A. this week reported net earnings of $3,701,963, and gross revenues of $84,072,467 for 1958.

Pays Tribute to Associates

Noting the presence at the luncheon of Eliot Hyman, president of United Artists Associates; Ilya Lopert, president of Lopert Films, a U.A. subsidiary; Herbert Golden, vice-president in charge of operations; Bruce Eells, executive vice-president of United Artists Television, and Max E. Youngstein, vice-president, Krim said each represents a new phase of the company's periodic "progress reports."

"They are writing a growth story now," Krim said.

Of U.A.'s production plans, Krim said he could do no more than reiterate the company's product announcement of six months ago—"We will deliver what we promised to deliver and we have made no changes in the schedule."

Krim was introduced by Youngstein. The two, with Robert Blumofe, vice-president in charge of West Coast operations, leave here for Europe today.

Other U.A. executives present included Robert Benjamin, board chairman; W. J. Heineman, vice-president in charge of distribution; Arnold Picker, vice-president in charge of foreign distribution; Roger Lewis, advertising-publicity-exploitation director; Fred Goldberg, executive assistant to Lewis; Mort Nathanson, publicity manager and David Picker, executive assistant to Youngstein.

UA Executives

(Continued from page 1)

of the founding of U.A. Today is the actual anniversary date.

"We wanted to celebrate this occasion with our trade press friends who have helped us along the way," said Arthur Krim, U.A. president. "We think it is appropriate that we repeat now, which we do, the acknowledgements of your valuable help that we made in our 35th anniversary report. We think you've done a magnificent job."

Said Max E. Youngstein, vice-president: "Our main purpose in getting together today is to say 'thank you' to the trade press. We are grateful for all the help you have been to us during our growth from insolvency to our present healthy condition."

NOW...
from
the
star-
director-
producer-
team
of
"Gunfight
at
the
O.K.
Corral"...





KIRK DOUGLAS
ANTHONY QUINN
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UA's Grosses

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Texas Council Bans Closed Pay-TV Plan

Special to THE DAILY

GALVESTON, Tex., April 16.—The City Commission here has dismissed an application for a franchise to operate a closed circuit pay television network here after a hearing at which exhibitors voiced opposition. The application was filed by Closed Circuit of Galveston, Inc., a firm headed by Lee Cook of Houston.

At the hearing exhibitors were represented by R. J. O'Donnell, John Q. Adams, Van Holloman and John Browning of Interstate; and Sonny Martin of Martini Theatres.

The Commission indicated its firm opposition to "using the city as a guinea pig."

Sam Goldwyn Profiled

"Reader's Digest," in its May issue, will feature a story titled "The Last of the Hollywood Moguls," recounting the life and achievements of Samuel Goldwyn, with special emphasis on his production of "Porgy and Bess."

Sheridan to Seattle

Mark Sheridan, formerly district manager in Dallas for 20th Century-Fox, has been named Seattle branch manager for the company.

REVIEW:

Horrors of the Black Museum

American International—CinemaScope

STRIKINGLY MOUNTED in CinemaScope and Eastman Color, this British-made horror drama has ample shock values for audiences liking such films. In addition, it features an exploitable 12-minute prologue in "Hypno-Vista," which is designed to condition audiences into actually feeling and experiencing some of the horror and thrills on the screen.

It may be questionable whether this gimmick can have any psychological effect on audiences, but it does provide a few chuckles and an elementary insight into techniques of hypnotist Emile Franchel. The villain of the story is Michael Gough, an author and journalist who commits the most fiendish murders to supply material for his own writings. Though planned by Gough, who is a cripple, the murders are actually carried out by his young assistant Graham Curnow, who has his Jekyll and Hyde moments.

During the course of the Aben Kandel—Herman Cohen screenplay, Gough and Curnow execute five murders, each more ghastly than the one before it. All this time, Gough is in constant contact with Scotland Yard, in his role as mystery writer, and it is almost impossible to believe that that fabled institution could not have tripped him up sooner than it does. It is ironic, too, that Gough's death is not half so cruel as any of his victims'.

Three of these victims are attractive young women, and they provide plenty of sex-appeal in their tight-fitting, low-cut costumes. Unfortunately, they are not very good actresses. Gough and Curnow are convincing enough and Beatrice Varley is good as an elderly antique dealer.

Produced by Herman Cohen and directed by Arthur Crabtree, "Horrors of the Black Museum" is being released here by American International as a James H. Nicholson and Samuel Z. Arkoff production. It has enough excitement to satisfy most fans of this genre of film-making. Running time, 95 minutes. General classification. Release, in May.

WARREN G. HARRIS

Fox Schedu

(*Continued from page* 1

Mistress Mine"; "The Alaskan: Jack Cummings' production of Door."

May: Jerry Wald's "The I Everything"; Walter Wanger's patra"; Charles Brackett's "Sal Samuel Engel's "The Story of "Sink the Bismarck"; and Powell's "Bachelor's Baby."

Three in June

June: Darryl F. Zanuck's "D Tour"; Charles Brackett's "Jou the Center of the Earth" and Wald's "Beloved Infidel."

July: Samuel Engel's "The Must Die"; Mark Robson's "Fr Terrace"; and Jerry Wald's "Sc Lovers."

August: Jack Cummings' C Can" and Jerry Wald's "The S Page One."

September: Jerry Wald's White Collar" and "The Jung

October: Jerry Wald's "Re Peyton Place"; "John Brown's and Darryl F. Zanuck Prod "Requiem for a Nun."

Planning for Months Ahea

Set for distribution by Fox next several months are "A Obsessed," "Say One for Me, Man Who Understood W "Warlock," "Holiday for Love Private's Affair," "Blue Denim "The Blue Angel."

ORDER YOUR TICKETS NOW

Hospital Benefit Performance of Broadway's Newest Musical Comedy

FRIDAY EVENING, MAY 22, 1959 AT 8:30 P.M.

★

"DESTRY RIDES AGAIN"

ANDY GRIFFITH • DOLORES GRAY • SCOTT BRADY

IMPERIAL THEATRE
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Thomas Rodgers *and* Irwin Freedman, *Co-Chairmen*
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COMMITTEE ADVISES IMMEDIATE PURCHASE — SEATS ARE LIMITED

This Earth Is Mine

CONTINUED FROM PAGE 1

characters, spectacular action and the "new" background of Cali-ia's beautiful Napa Valley vineyards.

iss Simmons, out of a British branch of the family headed by Rains, ought to the valley during America's prohibition years to be married ne owner of a neighboring vineyard and thus add his holdings to already huge family domain. Arranged marriages of the kind had ed importantly in building up the family vineyards. It appeared the tice had produced, in addition to grapes, some prominent instances fidelity and illegitimacy in the family.

iss McGuire, ambitious daughter of Rains, who hopes to inherit the ire at his death, is the unhappy victim of one such arranged mar-e. Despite this, she is in complete accord with her father's plan to y Miss Simmons to the owner of the neighboring vineyards, played rancis Bethencourt. Miss McGuire's husband, Kent Smith, had loved sister, Anna Lee, and Hudson was the illegitimate son of the two.

llowing Miss Simmons' arrival in the valley, a romance between her Hudson develops and soon makes greater progress than the one with intended fiance. Concurrently, a conflict that has been simmering veen Hudson and his grandfather, Rains, approaches a climax.

he older man looks upon the culture of the grape as an art, an end self so long as he controls the bulk of the soil in which it grows. fident that prohibition will be over with in time, he is resigned mean-e to selling his harvests for such legitimate ends as eating and the ing of sacramental wines, both at profitless prices.

SON, ON THE OTHER HAND, is for selling them at the best price ob-able and not questioning what use is made of them by their pur-ers. Eventually he makes a deal with Eastern bootleggers and with r help organizes the growers to supply the scofflaw market. His vities earn him the disapproval of his grandfather, chill his romance Miss Simmons and lead to an interlude with a voluptuous young yard worker in the person of Cindy Robbins, a newcomer, who will e prominently in the exploitation of the picture.

here is a violent aftermath which leaves Hudson badly injured. Later s dies and his will, by breaking up the dynasty, appears destined to ct members of the family and their affairs into less tortuous courses. h prohibition's repeal, Hudson's inherited dedication to the vineyards gitimatized and his romance with Miss Simmons restored.

he production is strong in all departments—acting, direction, story, le, photography and color. There is a title song with words and music Sammy Cahn and Jimmy Van Heusen, sung by Don Cornell. Casey inson and Claude Heilman produced, with Edward Muhl as execu-producer. Robinson wrote the screen play, based on the novel "The and the Sword," by Alice Tisdale Hobart.

's a solid, commercial property that will pay off handsomely.

ning time, 119 minutes. General classification. Release, in July.

SHERWIN KANE

1. Town Will Have ree New Theatres

Special to THE DAILY

ITUSVILLE, Fla., April 16.—Prep-ons are underway in this town of 4 population for the construction wo new drive-ins and an indoor tre.

s the result of a zoning change, le Hall, owner of the Magnolia atre and vice-president of United atres, announced he would start k at once on a 450-car drive-in a north of the city limits and just of U.S. Highway One. Thomas Tuck has since reported that he build a competitive drive-in just h of Hall's site.

all will also build the new indoor tre, a 750-seater which will replace Magnolia. The latter draws con-rable patronage from the Cape averal missile launching base.

Revue Quits Republic; 3 Talk Rental Deal

From THE DAILY Bureau

HOLLYWOOD, April 16. — Revue Productions, MCA subsidiary, will move immediately its television film units off the Republic lot to its own studios, recently acquired from Universal - International, following cancellation of the current lease by mutual agreement with Republic.

United Artists, NBC and Four Star have started negotiations for space at Republic, where Jack Webb is the only rental unit left on the lot.

Desilu Re-Signs Granet

HOLLYWOOD, April 16. — Desilu executive producer Bert Granet has been signed to new exclusive three-year pact, it was announced today by Desi Arnaz.

Television Today

Repeat Playings Can Mean Budget Salvation on TV: Hal Hudson

From THE DAILY Bureau

HOLLYWOOD, April 16.—"Repeat playings during the late spring and summer of films broadcast originally during the peak-listening months can mean a television film producer's budget salvation. They are often his only chance to maintain high standards in the face of rising costs without going in the red. And by using such repeats an advertiser can spread his costs over 39 instead of 29 programs, and thus afford a better quality program." These were some observations made by Hal Hudson, executive vice-president of Zane Grey Productions, Inc.

Cites Nielsen Reports

As evidence of a continuing public demand for Western programs, Hudson, producer of "Zane Grey Theatre" over the CBS-TV network Thursday nights, and executive producer of "Black Saddle" on the NBC-TV network Saturday nights, cited the former as being among the top 10 in three out of the last four Nielsen reports, and the latter earning a 25.2 in the last Nielsen

"These figures, in addition to those earned by shows like 'Rifleman,' which was spawned from an episode in Zane Grey Theatre, are the barometer by which sponsors and their advertising agencies operate, and are indicative of ratings being received by many other Western programs, which now occupy nearly one-third of network programming," Hudson pointed out.

Now in Third Year

Zane Grey Theatre, completing its third year with 87 programs to date, will have 29 originals and 10 repeat shows on its current schedule before option time, May 1. "Black Saddle," which made its debut in January, has 20 original and 14 repeat shows scheduled for network airing.

Commenting on the problem of obtaining suitable story material, Hudson, whose background stems from CBS-TV network programming-Hollywood to his present partnership with Four Star Films on his two Western series, said it was more difficult to obtain stories for "Zane Grey Theatre," TV's only Western anthology series, than "Black Saddle," which has three continuing characters.

Sees Producer Aided

In reasoning the sustained success of "Zane Grey Theatre," Hudson spoke of the show's prestige as one that attracts not only writers seeking a good credit, but stars as well. In securing star availabilities, the producer is able to stimulate writer ideas by advancing information on the stars signed for the series.

Hudson concluded a luncheon interview at the Hollywood Brown Derby by outlining five requirements governing contractual arrangements with a star for Zane Grey Theatre: The star must be right for the part. The script must meet his approval. His fee must be within the budget. He must be available when needed. And the sponsor must approve the selection of the star.

Screen Gems' Traffic Section Reorganized

Screen Gems' traffic department has been re-organized to separate the handling of national and syndicated programs.

Alan Press, with the title of National Traffic Manager, will be responsible for Screen Gems' 12 network and national spot shows.

Sid Weiner, with the title of syndication traffic manager, will be responsible for first-run syndicated series such as "Rescue 8," rerun series such as "Burns and Allen," Screen Gems' library of feature films, comedies (such as "Three Stooges") and cartoons ("Scrappy" and "Krazy Kat").

John Ballinger as western traffic manager will continue to be in charge of handling distribution of Screen Gems' shows in the 11 western states.

Cancer Society Program Set for ABC Network

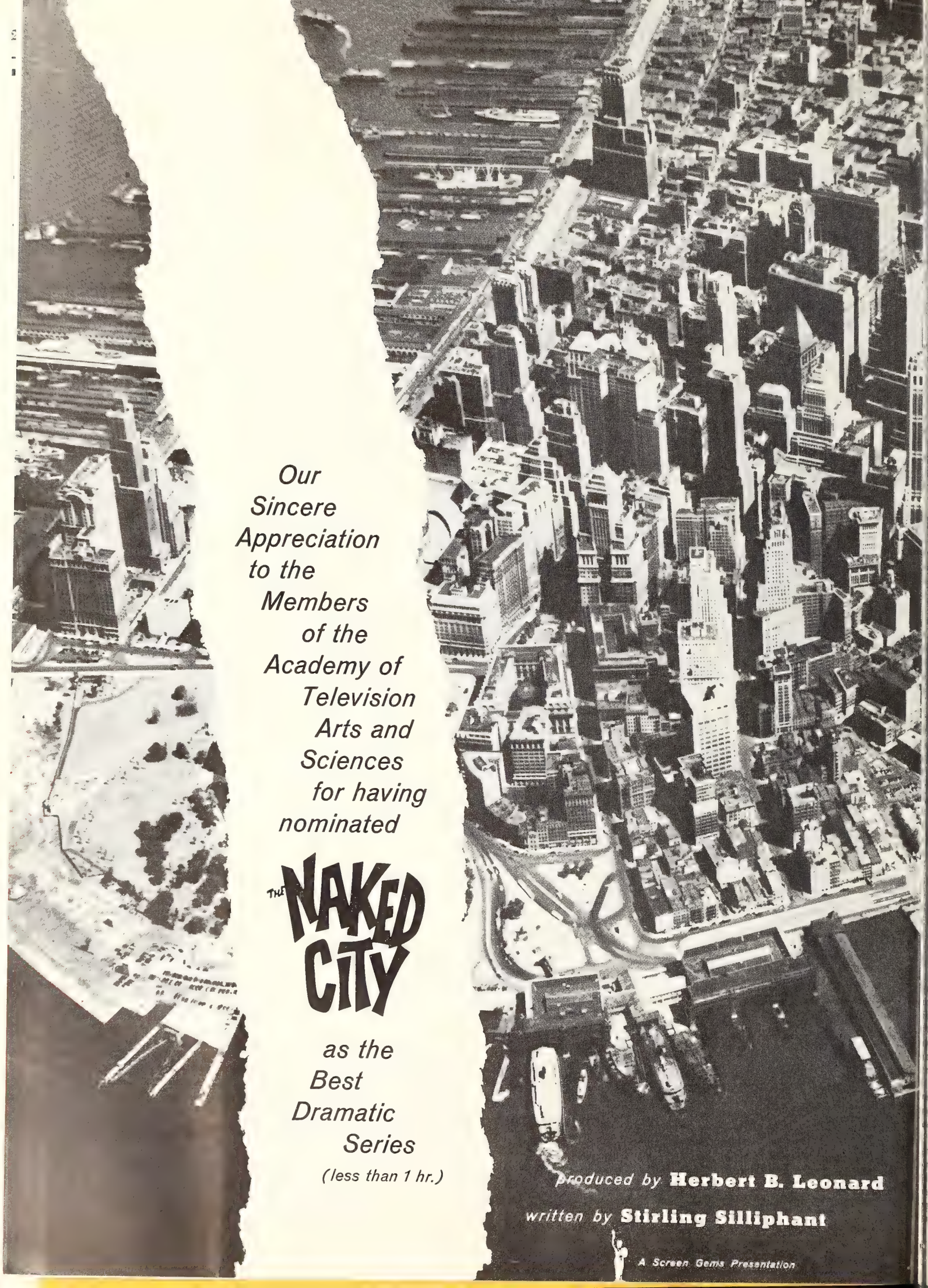
Fay Bainter and Eli Wallach will appear in "The Irritating Angel," a special half-hour program for the American Cancer Society which will be telecast over the ABC network Sunday, April 26, at 3:00 P.M., EDT. Ralph Edwards, who is president of the "Something Can Be Done About It Club" of the Society, will be host and narrator on the program.

John Becker Producer

The script, written by John McLiam, is the story of Mary Doehler, who learned to talk again after a laryngectomy performed 15 years ago. John F. Becker is producer of the program, and Wiley Hance, ABC manager of public affairs programs, is executive producer.

David Rose Signed

HOLLYWOOD, April 16.—David Rose, current Emmy award nominee for his music direction of the Fred Astaire Show, has been signed to baton the Bob Hope Show May 10 and the Jack Benny Show May 23, repeating his conducting assignment on both shows last month.


Our
Sincere
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to the
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of the
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for having
nominated
THE NAKED CITY
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Series
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written by Stirling Silliphant
A Screen Gems Presentation

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

35, NO. 74 NEW YORK, U.S.A., MONDAY, APRIL 20, 1959 TEN CENTS

TORIAL

AA–ACE Meet

By Sherwin Kane

appointment by the Motion ure Association of the first ex- or relations committee of its of directors, now scheduled to ere May 12 with a committee American Congress of Exhibi- a development that has been coming and which, now that re, may prove of great benefit entire industry.

he time of ACE's formation vember, it was clear that an nd important part of its pro- f action for resolving some of on's most pressing problems require meetings with produc- tribution on the policy-mak- el.

's leaders, in announcing the s they hoped to be able to with production-distribution, ized that they covered prob- at are mutual and whose solu- ould bring about a better in- for all.

•

e can be no doubt that they titled to the opportunity to those subjects to an au- ive production - distribution and with it to explore the pos- s of finding solutions to mu- roblems, to seek means of ting sources of grievances and the groundwork for a better, profitable and harmonious in- for all.

o less than afford such an op- ty would be to imply that pro- - distribution no longer sub- to the axiom that what is good branch of the industry is good and vice versa, or that what s to one branch inevitably the others.

•

ould imply, as well, that pro- - distribution is content to th the status quo, even though on is not. It would be to shirk onsibility to act when action led, and to let go by default opportunity to lift the indus- its bootstraps at the very hour lf-help appears by all the cur- rtents of business and public most likely to succeed.

Motion Picture Association ap- o have been well counselled viding this opportunity to air problems and discuss the pos- s of their solution. It is to ed that both sides make the ssible use of it.

Allied Board Remains in Special Session Late

From THE DAILY Bureau

WASHINGTON, April 19. — Allied States' directors were still closeted in a two-day special board meeting at the Hotel Washington here late today. A statement was expected immediately following the close of the meeting.

Among the subjects on the special meeting's agenda were: Allied's future policy in relation to the American Congress of Exhibitors; the Allied "white paper" campaign; possibility of relieving Horace Adams, president, of some of his duties for reasons of health; policy on minimum wage and pay TV legislation in Congress, and Pittsburgh bidding and print availability requirements.

UA Plans 40th Year Parties for Exhibitors

As part of United Artists' year-long 40th anniversary celebration, the company's 33 branches in the United States and Canada will hold special birthday parties for theatremen this month, in honor of the event. The parties, which will be hosted by UA's branch managers, sales staff and

(*Continued on page 5*)

Johnston Testifies on IMG Program

World Film Gross Hit $590,000,000

Foreign Sales Totalled $310,000,000, But Only $200,000,000 Was Remitted

By J. A. OTTEN

WASHINGTON, April 19.—The eight member companies of the Motion Picture Association did a world-wide gross of about $590,000,000 in 1958, including about $310,000,000 of foreign sales, MPAA President Eric Johnston revealed.

"Today more than half of our total film rentals are overseas, and our foreign percentage of sales is growing," Johnston said. He estimated that of the $310,000,000 of foreign film rentals, only $200,000,000 was actually remitted. The rest, he declared, was eaten up in currency losses, taxes, local salaries, distribution expenses and other costs.

Johnston appeared Friday before a House Appropriations Subcommittee in support of additional funds for the Government Information Media Guaranty Program, which guarantees distributors of films, books and other

(*Continued on page 5*)

Ask Industry Share In Newsreel Service

The MPAA newsreel committee went on record at the weekend that the services its members offer as the "major public relations arm" of the motion picture industry should be shared by the industry and not charged solely against the newsreels.

The stand was taken at the group's annual meeting Friday at the Harvard Club here. C. B. Stratton, executive vice-president of Hearst Metro-

(*Continued on page 5*)

Schwalberg Inducted as New Head

Report Success in Carrying Out Cinema Lodge Activities for Year

By WARREN G. HARRIS

"The very best of luck" was extended to incoming Cinema Lodge president Alfred W. Schwalberg by retiring prexy Joseph B. Rosen at the B'nai B'rith organization's induction luncheon in the Hotel Astor here Friday.



A. W. Schwalberg

In a report on Cinema Lodge's activities during the past year, Rosen said that the organization's work was carried out successfully. Cited as examples of Cinema Lodge's humanitarian work during the year were "a labor of love," the 30-minute docu-

(*Continued on page 2*)

Exploitation-Pool Plan Before N.W. Exhibitors

Special to THE DAILY

MINNEAPOLIS, April 19. — The need to coordinate exploitation in the Great Plains States will be the subject of talks in Kansas City on Tuesday. Harry Green, general manager of Welworth Theatres, Minneapolis, and chairman of the Northwest Business Builders Forum said on Friday that the meeting would be held to discuss the idea of building a regional

(*Continued on page 5*)

Roy Haines Named UPA General Sales Manager

From THE DAILY Bureau

HOLLYWOOD, April 19. — Roy Haines, former president and general sales manager of Warner Brothers Distribution Corp., the sales subsidiary, has been named general sales manager of UPA Pictures by President Stephen Bosustow. Haines will develop a new sales and distribution program directed to motion picture theatres for the "Magoo" cartoons.



Roy Haines

UPA's distribution agreement with

(*Continued on page 5*)

TELEVISION TODAY—page 6

PERSONAL MENTION

ADOLPH ZUKOR, chairman of the board of Paramount Pictures, and Y. FRANK FREEMAN, vice-president in charge of the studio, have arrived in New York from the Coast.

•

GERTRUDE BROOKS, of the 20th Century-Fox publicity staff, is in Miami from New York for the premiere there of "The Diary of Anne Frank."

•

NEALE LEARY, of the motion picture department, "This Week," has returned to New York from Hollywood.

•

SUSAN KOHNER is scheduled to return to New York from London today via B.O.A.C.

•

WILLIAM L. HENDRICKS, Warner Brothers studio publicity director, and W. W. BRUMBERT, field exploitation manager, have arrived in Chicago from the Coast in connection with the promotional tour for "The Young Philadelphians."

•

MICHAEL CURTIZ, director, now in New York from the Coast, will leave here at the end of this week for Vienna.

AMPP Names Chamie Secretary-Treasurer

From THE DAILY Bureau

HOLLYWOOD, April 19. — Alfred P. Chamie succeeds James S. Howie, recently retired as secretary-treasurer of the Association of Motion Picture Producers, it was announced on Friday by the AMPP board of directors.

Chamie, an attorney, has been on AMPP staff for 11 years as assistant to Charles Boren, head of labor relations, recently elected executive vice-president of the organization.



Three-Way Tie-Up Is Arranged for 'Gidget'

A three-way tie-up to promote Columbia's "Gidget" here has been arranged among Martin Block-ABC Radio, Arnold Constable's and Columbia Pictures involving James Darren, star of the film and recording favorite of the teenagers. The tie-up features a contest to be held in the junior department of Arnold Constable's with the 50 winners invited to the Columbia home office where a "Pepsi Party" and private screening of "Gidget" will be hosted by Darren. Martin Block's Make Believe Ballroom program on WABC is inviting teenage female listeners to register for the contest at Arnold Constable's.

Will Run Through April 21

The contest, which is being cross-plugged over other WABC shows and in Arnold Constable's newspaper ads and in-store displays, runs through Tuesday, April 21. The drawing for the 50 winners will be conducted by Darren and Block the following day at the store, and the screening and "Pepsi Party" will be held on April 24.

Wilmington Theatre To End Long Career

Special to THE DAILY

WILMINGTON, Del., April 19.—The Queen Theatre will end a career of 44 years in entertainment, with its formal closing tonight. Edward Godlesky, manager, confirmed that the theatre would be abandoned by its present lessee, Avon Motion Pictures Corp., of New York City. The firm subleases from the Stanley Warner Corp., operator of four other local theatres. Stanley Warner, however, has given no indication of any plans for putting the theatre back into operation.

The Queen Theatre opened in a gala program in 1915 to waiting lines of patrons to show the silent film "War Brides." It closes with the showing of "House on Haunted Hill." At one time the Queen was a top-flight vaudeville house.

Warner to Shutter 5 Weeks Before 'Porgy'

"Cinerama South Seas Adventure" will complete its 40th and final week at the Warner Theatre here on Sunday, May 17. The theatre will reopen on June 24 with Samuel Goldwyn's "Porgy and Bess" on the Warner Theatre reserved seat policy.

During the five-week period in between, the theatre will receive Todd-AO equipment. It will retain its Cinerama installation of three booths on the orchestra floor, with the center booth enlarged for the Todd-AO machines.

Hearing Here Today on Mailing 'Maja' Cards

A hearing will be held today before the Civil Service Hearing Commission on the issues of obscenity and mailability of the postal card reproduction of Goya's painting, The Naked Maja, at the General Post Office. Several thousand copies of the postal card were seized by the Post Office Department early this month after they had been mailed by United Artists in connection with its film, "The Naked Maja."

Witnesses who will testify on the public propriety of Goya's painting and on the postal card reproduction include: Dr. Theodor Reik, president of the American Psychoanalytic Institute; Professor Horst W. Janson, chairman of the Department of Fine Arts at New York University; Seymour M. Peyser, vice-president and general counsel of United Artists; Peter H. Mayer, photographer who took the picture in the Prado Museum of Goya's, "The Naked Maja," reproduced on the postal card, and Val Coleman, editorial researcher.

The hearing is part of the regular legal procedure which follows a Post Office Department declaration of non-mailability when the mailer refuses to accept the Department's ruling.

San Juan Branch Wins In UA Picker Drive

United Artists' San Juan (Puerto Rico) branch has won the grand prize in the 1958 international drive honoring Arnold M. Picker, vice-president in charge of foreign distribution, it was announced by Louis Lober, home office captain. The San Juan office, managed by Sam Jones, topped the 92 UA overseas branches in Europe, Asia, Africa, Australasia and Latin America that competed in the sales contest, which registered the biggest foreign business in the history of the company.

Australia a Winner

Lober concurrently announced that the top cash award in the exploitation phase of the 12-month campaign has gone to Australia, whose managing director is Ron Michaels. The Philippines office, headed by Conrado de Jesus, has won first place in the administration competition.

The success of the year-long drive, which was run in two phases, is underscored by the fact that in the concluding six-month stage, 24 offices exceeded their billings quotas for which they received substantial cash prizes.

In the second six-month phase of the drive, the exploitation winners were Argentina, Germany and Thailand, while Australia, Hong Kong and Switzerland took the administration honors.

Cinema Lod

(*Continued from page 1*

mentary "People and an Idea the reactivation of the Hillel dation at City College here.

Schwalberg, who was the firs ident and founder of Cinema was inducted by Harry Brar tribute to Schwalberg, all of th presidents of the organizatior agreed to act as honorary ch for one year for each of the ac of B'nai B'rith.

In addition to Schwalberg, t lowing officers were inducted Hoffberg, executive vice-pre Jack Weissman, treasurer; Abe stein, secretary; Irving R. Maurice B. Leschen, Milt Livit Joseph Margulies, David Picke Rissner, Norman Robbins, Nath Rudich and Leonard Rubin, al presidents.

Inducted as trustees were: M Blackman, Sidney Burdick, Julit lins, Harold Dansin, Leo Jaffe, M'Aharam, the Hon. Arthu Schwartz and Karl Tausig.

Special Tribute to Senft

A special tribute was offered late Albert A. Senft, preside Cinema Lodge in 1944, 194 1950.

Dais guests included the folk Leo Brecher, Joseph Levine, Ludwig, Sidney Markley, Harry mine, Russell Downing, Hem Martin, Leslie Schwartz, So Strausberg, William J. Germa Schwartz, Brandt, Schwalberg Jack Levin.

Also, Rosen, Harvey Platt, S bian, Ned Depinet, Sam Rinzler, ros S. Skouras, Jaffe, Alex Ha John J. O'Connor, Emanuel F Oliver A. Unger, Edward Morey Jeffee and Rabbi Bernard Birst

The past presidents' table headed by Mr. and Mrs. S. A Glixon, Irving Greenfield, A Israel, Jr., Martin Levine, Burton bins, Robert K. Shapiro, A Schimel and Robert M. Wei Seated with them were Mrs. and Mrs. Schwalberg.

New Allied Members

WASHINGTON, April 19. — (Jack) Whittle, who is acting ecutive secretary of Allied M Picture Theatre Owners of Mary reports that his association re added the following members roster: William J. Fisher, C Drive-In, Baltimore; George D sell, Crest Theatre, Baltimore; G A. Brehm, Bengies Drive-In, M River; Edmondson Drive-In, more, and Elkridge Drive-In, more; I. K. Makover, Edmo Village, Baltimore; Harry Bond Gov. Richie Open Air, Glen B Md.; Joseph Walderman, New Theatre, Baltimore.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News E Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone Circle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

A Closed Letter to Bill Goetz...

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CINEMASCOPE

IN EASTMAN COL

Directed by ROBERT ROSSEN · A GOETZ-BARODA PRODUCTION · From the Novel by GLENDON SWARTHOUT

Screen Play by IVAN MOFFAT, ROBERT ROSSEN

Printed in

nne' Campaign New Phase

ith a full-page ad in Friday's r York Journal-American," a new e in the campaign for "The Diary nne Frank" was entered. The ad s an international flavor for the paign, calling attention to New readers that "Anne Frank" can en shortly in the capitals of the d and that ticket information is able in New York.

he advertisement, largest in a s of ads which quote some of the reviews of the 20th Century-Fox se also brought news of "Anne k" to students who will be on ion during the summer months. ents were cautioned to order tickets before the vacation pe- so as to avoid the "standing room problem."

he Journal ad told readers that the maScope release would premiere ly in London, Paris, Antwerp, n, Hong Kong, Tokyo, Sydney, ourne and Copenhagen. Ticket mation will be made available by alace for people who wish to see e Frank" while on their Euro- or Oriental vacations.

n Reopening for arlotte Theatre

Special to THE DAILY

HARLOTTE, N. C., April 19.— are underway here to reopen eatre which has been dark for al years. The C. H. Sears Realty owners of the long-shuttered Theatre in North Charlotte, is repairing the theatre for a new t. Painters are giving the front w look and new carpeting and are being installed. Plans are being made to obtain new pro- n and sound equipment.

vners say they will not open the re themselves but are preparing r "an interested prospect." Iden- of the prospective operator was revealed.

ploitation Pool

(*Continued from page 1*)

nization that would coordinate ex- ation and develop methods of notion that could be used by all bers of the proposed group.

he idea of a business building n was developed in the upper vest a year ago by Edmond n, president of Welworth Thea- Charles Winchell, president of nesota Amusement Co., and Har- Field, president of Pioneer Thea- They felt the need of having in publicity in order to get the est value for the money spent. presentatives from a number of in the Great Plains area have invited to attend the talks. ng those expected to attend are, y S. Griffing, Video Theatres, homa City; H. J. Griffith, Dallas; ge Kerasotes, Theatre Owners America; Myron Blank, Central s Theatres, Des Moines, and Don n, Tri-State Theatres, Des Moines.

World Gross $590,000,000

(*Continued from page 1*)

media convertibility of their earnings in certain foreign countries. The MPAA official testified behind closed doors, and his questioning will not be reported until later.

Estimating that some $150,000,000 of informational media have been sold in 18 countries during the last ten years under the guaranty program, Johnston asked the subcommittee to boost to $15,000,000 the Administration's recommendation of only $3,500,000 for the program in the year starting July 1. IMG guaranties now cover film distribution in four countries—Poland, Turkey, Vietnam and Yugoslavia.

Calls Policy Best Obtainable

Johnston said the $3,500,000 sought by the Administration would support the foreign sale of about $11,000,000 of American informational media, a "woefully inadequate" amount. He estimated the program actually is costing the government at the most 10 cents on the dollar, and actually may cost far less, if the local currencies credited to the program should recover their market value. "Even at a cost of 10 per cent," he asked, "where could be found a better bargain in carrying out foreign policy objectives?"

Johnston said MPEA companies are currently guaranteed about $2,000,000 for payments from the four countries covered by the program, and that it was this guaranty alone that made it possible for them to distribute there. Last July, he declared, the Government was asked to increase its guaranties for Turkey and Vietnam, and to include India and Indonesia for the first time in the film guaranty program, in all involving about $6,000,000. The U.S. Information Agency which administers the program said it wanted to expand the film program, he declared, but it was kept from achieving this objective because of lack of funds.

Sees Existence Endangered

"We are trying to hang on and do business in all these countries," he asserted, "for we prefer to stand on our own feet, but steadily deteriorating conditions make the task harder and harder. Frankly, I don't know how long we can continue in some of these areas."

CFI Opens District Office in Detroit

From THE DAILY Bureau

HOLLYWOOD, April 19.—Consolidated Film Industries, in addition to its processing facilities here and in New York and Fort Lee, N. J., has opened a new district office in Detroit to handle an increasing number of film processing orders from the midwest for both black and white and color.

C. Richard Shanahan has been placed in charge of the Detroit office, which will coordinate orders and service customers in the area. Technical advice and assistance will be made available to industrial organizations embarking on new film projects.

Gould on Tour for UA Anniversary Lineup

Joseph Gould, UA advertising manager, is visiting exchange areas to confer with sales officials on new materials and methods for presenting the company's 40th anniversary release schedule to exhibitors across the country. He will visit Charlotte today and Philadelphia tomorrow.

Tied to UA's 40th anniversary film lineup, the new kind of presentation is designed to effect closer coordination between the sales and promotion forces for maximum selling impact at the local level.

Alabama Theatre Sold

ATLANTA, April 19.—Lane Hebson, for 20 years with Martin Theatres, is the new owner of the Strand Theatre, Alexander City, Ala., having purchased it from Mack Jackson, who had operated the house for 41 years.

UA's Parties

(*Continued from page 1*)

fieldmen, will feature screenings of United Artists' fortieth anniversary trailer and big birthday cakes.

Exhibitors, circuit heads and film buyers in UA's 33 exchange areas will be guests at the birthday celebrations.

UA's 40th anniversary trailer features scenes from the company's films set for release in 1959. The trailer will also be shown in theatres around the country.

The trailer is one of the key elements of an all-media promotion campaign for the 40th anniversary celebration. UA has already sent out a 40th anniversary kit to motion picture editors, film reviewers and film trade editors throughout the U.S. and overseas.

Universal Signs Kay

HOLLYWOOD, April 19. — Gordon Kay, producer formerly under contract to Universal - International, has completed negotiations with U-I for a new, multiple picture deal calling for two pictures a year for two years, it has been announced by Edward Muhl, U-I vice-president in charge of production.

Heflin, Heilweil Set

HOLLYWOOD, April 19. — Van Heflin and producer David Heilweil will co-produce "Precipice," original screenplay by Philip MacDonald, which they purchased. Heflin, who will star, will scout locations over the weekend in Acapulco and Mexico City. No release deal has been set.

Newsreel Plan

(*Continued from page 1*)

tone News, was elected chairman for the coming year to replace Edmund Reek, vice-president and producer of Fox Movietonews. Reek held the post four years and the committee expressed its "appreciation for his valuable services."

In regard to the public service matter the committee pointed out that newsreels are called upon nearly every week to provide services requested in support of not only the industry itself, but the government and many national organizations, including the American Red Cross, American Cancer Society, the President's Committee to Employ the Handicapped, U. S. Savings Bonds and other philanthropic organizations. The committee then went on record to the effect that this service, "being an all-industry matter, properly should be shared by the industry."

Overseas Service Cited

It was brought out that not only do the newsreels serve the industry domestically but frequently in many foreign countries as well. For many years the newsreels have given special coverage to visiting foreign dignitaries who represent important film markets throughout the world. The release of this footage abroad has done much to further the industry's international public relations, it was stated.

In another action the committee decided to put before the Academy of Motion Picture Arts and Sciences the question as to "why the newsreel has not been recognized by the Academy for its outstanding contribution to the motion picture industry in the 31 years of the Academy's existence."

Attending the meeting in addition to Stratton and Reek were: Tom Mead, Al Barsch, Charles Tierney, Universal Newsreel; John E. Michon, Casey Davidson and Walter de Hoog, M-G-M News; Jack Haney and Burt Reinhardt of Fox Movietonews, and Taylor Mills, MPAA.

Roy Haines Named

(*Continued from page 1*)

Columbia Pictures for its short cartoons will be terminated shortly, but its releasing arrangement with Columbia for the coming animated feature, "Mr. Magoo's Arabian Nights," will not be affected.

Claughton Changes Set

MIAMI, April 19. — Managerial changes made by Claughton Theatres here include the shifting of Dean Berrett, manager of the Circle Theatre, to the Trail, Coral Gables the circuit's flagship. Roger Ellis, assistant manager at the Circle, was named manager, while his post has been taken by Clarence L. Watkins.

Robert Guibord, former Wometco manager, has been appointed manager of the Normandy, Miami Beach, succeeding Alex Moffatt, long-time Claughton manager, who retired recently.



Talks Due Soon on 1960 'Oscar' Telecast

Officials of the Academy of Motion Picture Arts & Sciences are expected to come here from Hollywood within the next few weeks to discuss with the Motion Picture Assn. sponsorship of next year's telecast of the annual Academy Awards presentations.

There has been an understanding that the discussions would be held promptly after this year's telecast. Hence the expectancy now is that the Academy representatives will have preliminary discussions here just prior to the next MPAA board meeting and will either attend the meeting or be available for questioning and discussion.

The Academy and NBC had a two-year agreement with an option for a third year—next year. The Academy recently discussed a new three-year deal with NBC but no final action has been taken yet. Presumably a definite commitment will await the coming conference with MPAA.

Academy Has Two Choices

If the latter agrees to another year's sponsorship, the Academy could either exercise the existing one year option and delay closing a new term deal until next year, or it could proceed to make a new three-year deal giving the first year to MPAA, along with first refusal of sponsorship in subsequent years.

Should MPAA turn down sponsorship of next year's broadcasts, the Academy would be free to deal with a commercial sponsor on either a year-to-year or multi-year basis. Some thought also has been given to negotiations with other networks, and to offering the program to all as a public service.

Cost of the broadcasts—TV and radio—to MPAA is variously estimated at anywhere from $750,000 to $900,000.

'Oscar' Telecast Ranged From 43.1 to 54.1

The Academy Awards telecast of April 6 reached a peak network rating of 54.1 during the 10:45 to 11:00 P.M. segment, Pulse reported at the weekend. The lowest rating was 43.1 which was recorded for the period from midnight to conclusion.

According to a Pulse breakdown of audience make-up, for every 100 families tuned in to the telecast, there were 91 men watching, 97 women, 18 teenagers between the ages of 12 and 17, and nine children of 11 and under. This made a total of 215 persons viewing per 100 families.

S. P. Gorrel Rites Held

CLEVELAND, April 19.—Funeral services have been held here for Samuel P. Gorrel, 56, an active figure in the local film industry for the past 35 years, who died in the Cleveland Clinic following heart surgery. Interment took place in Zion Park Cemetery. The deceased is survived by his wife, a sister and two brothers.

Television Today

Schaefer Forms Own Producing Company

George Schaefer will set up his own organization on May 1 to produce television plays, legitimate theatre productions and motion pictures. Schaefer recently produced and directed "Green Pastures" in a live repeat performance on NBC. He will end his season April 26 by directing a two-hour musical spectacular, "Meet Me in St. Louis" on CBS-TV. It will be his seventh staging assignment this season beginning with "Harvey" last fall.

Directed 'Hamlet in 1953

Schaefer, who has had extensive directing and producing experience on Broadway for the past 13 years, came into television in 1953 to direct Maurice Evans' "Hamlet." Since then he has staged 28 plays and musicals; all of them except one were 90 minutes or longer. Of these he was producer as well as director on 15.

'Laramie' Series Set On NBC-TV in Fall

"Laramie," a new, one-hour color series dramatizing the struggles of two brothers operating a stagecoach relay station in the Old West, is being filmed for the NBC Television Network's fall schedule. Announcement was made by Robert F. Lewine, vice-president, NBC Television Network Programs. Premiere date and time period will be announced.

John Smith, currently co-starring in the network's "Cimarron City," heads the cast of "Laramie," which also includes Robert Crawford, Jr., Hoagy Carmichael and Robert Fuller.

A guest star will appear each week. Dan Duryea and Everett Sloane will be guest stars in the premiere episode. Producer for the series will be Robert Pirosh. Richard Lewis will be executive producer. Director for "Laramie" will be Herschell Daugherty.

'Texan' Series Renewed By CBS for 65 Weeks

From THE DAILY Bureau

HOLLYWOOD, April 19.—Rorvic—Desilu's "The Texan" has been renewed by CBS for 65 consecutive weeks in its Monday night time slot, starting July 1. Schedule for the series starring Rory Calhoun which made its debut on CBS last October 6 and zoomed to top ten ranking in eleven weeks, calls for 13 shows to be repeated during the 1959 summer session; 39 new shows for the 1959-60 season and 13 re-runs in the 1960 summer period. Executive producers Vic Orsatti and Rory Calhoun are presently writing scripts for the new seasons' shows which will go into production this summer at Desilu-Culver and on location.

NTA Program S Adds 16 Executi

NTA Program Sales, a divis National Telefilm Associates, h creased its sales staff by the a of 16 new account executive chael M. Sillerman, president Division, announced at the we Fourteen of the new executiv new to NTA. The remaining R. C. "Pete" Maddux and Jo Rome, joined the NTA Tel Network last year and now are transferred to the syndication the parent company.

The new account executive Hal Danson, formerly with Paramount Pictures, 20th C Fox and National Screen S Perry B. Frank, Jr., who was ated with the ABC-TV Networ Mont-TV and The New York John Gordon, whose backgrou cludes posts as sales manage WCKY, Cincinnati, and accou ecutive with Ruthrauff & Ryan Michael J. Gould, formerly Gross - Krasne - Sillerman, Films, Guild Films and Allie ists.

Several from Film Compar

Also, Jerry Gruenberg, wh with Gran Management, ex of motion pictures, and Unite ists; Albert L. Kolitz joins NT gram Sales from Rank Film D tors. Previously, he was with Radio Pictures as Rock M District Manager; Marvin L. was Mid-Western Division M for Guild Films; Joseph J. Ma formerly an account executiv Trans Lux TV.

Also Robert L. Meece, whos ground includes associations Ziv-TV, KWK-TV, St. Loui other broadcasting stations; Le Norins, formerly sales manag KABC Radio in Hollywood. O sociations include KTTV, TP Boston Herald and the Christi ence Monitor; Joseph B. Pant merly an account executive in vestment field; Joe Porter, background includes ABC WOR and NBC in New York.

Also Dave Schooler, formerl manager for Minot TV, Inc. O sociations include Major Te Productions, Inc., DuMont N and Carl Fischer Music Pul Company; Ed Staub was with Dallas, as an account executive joining NTA Program Sales.



All the News That News

MOTION PICTURE DAILY

Concise and to the Point

5. NO. 75 NEW YORK, U.S.A., TUESDAY, APRIL 21, 1959 TEN CENTS

ng Board Meeting

ams to Stay ll Term as ad of Allied

fies ACE Policy; Will d 'White Paper' Drive

By J. A. OTTEN

HINGTON, April 20.—Hor- ams has agreed to retain the cy of Allied States Associa- til the expiration of his pres- n. the Association announced g its spring board meeting

special meeting held over the the board clarified its policy rd to the American Congress ibitors, agreed to extend its paper" campaign, chastised Artists for its recently an- new "look-see" policy and into several other matters. directors present pledged (*Continued on page 5*)

d Favors Refunds -B Contributions

rom THE DAILY Bureau

HINGTON, April 20. — Ben Allied States director from sin and its representatives on mvirate of the Council of Mo- cture Organizations, was au- l by Allied's special board here this weekend to present IPO the proposal to return to rs, less necessary expenses, ney they contributed to the stry business-building proj- would then be recommended, rd said, that these funds be *Continued on page 5*)

Acquires McElroy ; N.O.'s Largest

Special to THE DAILY

ORLEANS, April 20.—Pike and Supply Co., headed by (Teddy) Solomon, McComb, as acquired McElroy Theatres ier City, La., and Shreveport, cept the indoor Venus, which nctively operated by Queens Company in that city, headed *Continued on page 4*)

Allied States Board Applauds 'Oscar' Telecast

From THE DAILY Bureau

WASHINGTON, April 20 — The Allied States board of directors at its weekend meeting here applauded the Academy Awards television program, which it noted was "unmarred by distracting, blatant commercials," and said it hoped the program would continue as an annual, unsponsored event

With the immense resources of talent and ability in Hollywood the board said, "the program will grow better and better"

Hospital Board Tour Set for June 25-27

The annual meeting of the board of directors of the Will Rogers Memorial Fund will take place at Schroon Lake, N. Y., on June 27, it was announced yesterday by Abe Montague, president of Will Rogers Memorial Hospital.

The meeting will come at the conclusion of a three-day trip and inspection tour of the hospital at Saranac Lake to start on Thursday, June (*Continued on page 6*)

K.C. Paper Again Hits Censor Board

Special to THE DAILY

KANSAS CITY, April 20.—Under the title, "The Kansas Censors Gets a Big Work Load," the Kansas City Times today once more delivered a slap at the State Board of Review.

After calling attention to the re- (*Continued on page 6*)

Five a Year For Embassy

By WARREN G. HARRIS

Embassy Pictures, whose president Joseph E. Levine wants it made clear "is in no way a one-picture organization," will release "at least" five pictures a year, each backed by a "hard sell" promotional campaign, it was announced at a tradepress luncheon here yesterday at "21."

Levine, who said that Embassy is (*Continued on page 4*)

Hartmann Now WGA National Chairman

From THE DAILY Bureau

HOLLYWOOD, April 20. — Edmund L. Hartmann, screen and TV writer-producer, was named yesterday as national chairman of the Writers Guild of America. The election moves Hartmann from Western president of the Guild, a post held for four years, to top position in both Eastern and Western branches of the organization.

The vote, taken in the Guild Building here, was by acclamation.

Grainger and Bogeaus To Produce, Release

From THE DAILY Bureau

HOLLYWOOD, April 20. — J. R. Grainger, president of RKO Radio Pictures, Inc., during the Howard Hughes regime, has set up, in association with producer Benedict E. Bogeaus, new motion picture distributing and producing organizations. The companies are Inter-Continent (*Continued on page 6*)

$130 Millions Budget

Col. Lists 99 From Now Till November, '60

Large Independent Roster Contributing to Schedule

By SAMUEL D BERNS

HOLLYWOOD, April 20. — A production and distribution program involving 99 feature films with a projected negative investment of $130,000,000 has been blueprinted by Columbia Pictures for distribution pro-



A. Schneider



Samuel Briskin

duction and active preparation during the 18-month period starting tomorrow and ending November 1, 1960.

One of Columbia's most ambitious programs, it is the result of planning (*Continued on page 4*)

Warn New Ohio Tax Will Close Theatres

Special to THE DAILY

COLUMBUS, O., April 20.—"Additional burden" of a state 3 per cent admissions tax may force as many as half of Cleveland theatres to close, Ken Prickett, secretary of the Independent Theatre Owners of Ohio, said (*Continued on page 4*)

Bicks Runs Anti-Trust Div.; May Meet ACE

From THE DAILY Bureau

WASHINGTON, April 20.—Robert A. Bicks is taking over as Acting Assistant U.S. Attorney General in charge of the Anti-Trust Division following the resignation and departure for Cali- (*Continued on page 6*)

REVIEW:

It Happened to Jane

Arwin Productions—Columbia

IN "IT HAPPENED TO JANE" Columbia has made a picture aimed directly at the family audience and has solidly hit the mark.

To start with, setting and characters are as American as Main Street. The former is a small town in Maine today which still retains such quaint customs as community meetings at the town hall. And the latter are the "typical" New Englanders who live there.

The story concentrates on one family in particular with the mother (*Continued on page 6*)

PERSONAL MENTION

JOSEPH MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, has left New York for the Coast for conferences with BUDDY ADLER.

•

CHARLES MOSS, managing director of the Criterion Theatre, and MRS. Moss will leave here at the end of the week for a vacation at Sarasota, Fla.

•

JOSEPH M. SUGAR, Magna Theatre Corp. vice-president and general sales manager, and MARTIN J. SWEENY, Jr., in charge of distribution for "South Pacific," will leave here next Monday for New Orleans.

•

ALLEN M. WIDEM, motion picture editor of the "Hartford Times," has returned to the Connecticut capital from Hudson, N. Y.

•

ALFRED ALPERIN, of the Meadows Drive-in, Hartford, has returned there from Boston.

•

GEORGE M. JOSEPHS, director of sales for SAMUEL GOLDWYN'S production of "Porgy and Bess," has arrived in San Francisco from New York, and will leave there on Thursday for Seattle, Denver, Salt Lake City, Dallas and Chicago.

NAC Board Meeting May 16 in Chicago

The 1959 mid-year board of directors meeting of National Association of Concessionaires will be held at Hotel Sherman, Chicago, Saturday, May 16, according to a joint announcement by NAC Board Chairman Lee Koken, RKO Theatre, New York, and NAC President Philip L. Lowe, Lowe Merchandising Service, Newton Centre, Mass.

In addition to the board chairman and president, other officers who will be in attendance are: first vice-president Harold F. Chesler, second vice-president Spiro J. Papas, treasurer Melvin R. Wintman, and executive vice-president Thomas J. Sullivan.

The officers and board members will discuss NAC's plans for 1959-60, the National Concessions Industry's Trade Show and Convention planning, Nov. 8-12, and an agenda of topics which include enlarged membership services, group insurance, regional meetings, membership drive, possible constitutional revisions, and the officer nominating committee report.

Fox Reports Record Year in Great Britain

By WILLIAM PAY

LONDON, April 17 (By Air Mail) —1958 was a record trading year for 20th Century-Fox in Britain, reports J. F. Pattinson, managing director here, and this year promises to top even that, to give the Company its most successful year since it was formed in the United Kingdom in 1916.

Fox is currently celebrating here the first anniversary of the opening of "South Pacific" in Todd-AO at London's Dominion Theatre. To-date 5,000,000 people have seen the show at 21 theatres throughout the country. 1,500,000 have, in fact, paid to see it at two theatres alone, the Dominion, London, and the Gaumont, Manchester.

It remains the intention to restrict the Todd-AO screenings of "South Pacific" here to a limited number of widely spaced towns, where it is hoped it will play for a year. "The CinemaScope version," said Pattinson, "is unlikely to be released until some time later next year".

At the present accounting 35 theatres have installed Todd-AO equipment here. Of these 27 have shown "South Pacific". There is, however, likely to be a sharp increase in the number of 70mm installations in the coming months.

Widely Used on Continent

G.B-Kalee, a division of Rank Precision Industries, announces that they now have exclusive selling rights in Britain and many countries overesas for the Cinemeccanica 70mm/35mm multi purpose projection equipment. Cinemeccanica, which is manufactured in Milan, Italy, has already been installed in many countries on the continent of Europe.

Overseas territories in which G.B-Kalee have selling rights include: Canada, Africa, Australia, New Zealand and numerous Latin America, Middle and Far Eastern countries.

'Anatomy' Called Mich. 'Product of the Year'

Special to THE DAILY

LANSING, Mich., April 20. — Otto Preminger's production of "Anatomy of a Murder" currently on location in Ishpeming, has been chosen as Michigan's product of the year in connection with the state-wide celebration of Michigan Week, May 17-23.

The selection was made by a board of judges headed by Dan Gerber, president of Gerber Baby Foods.

Gerber pointed out that "Products of Michigan" is the theme of Michigan Week. "We decided that no product could typify that great diversity of Michigan products and their importance in their respective fields better than the motion picture, 'Anatomy of a Murder,'" he said.

Rockefeller Vetoes Bill For 1:05 Sunday Start

Special to THE DAILY

ALBANY, N. Y., April 20. — Gov. Nelson A. Rockefeller today vetoed the Conklin bill, amending the penal law to permit public sports and entertainment to start Sundays at 1:05, instead of the present 2 P.M. His message pointed out that "since 1919, public sports events such as baseball and football games have been permitted on Sunday after two oclock in the afternoon. This arrangement has been satisfactory to people who believe part of that day should be devoted to quiet and religious observance, and at the same time, it has provided the opportunity for others so inclined to enjoy the recreation of spectator sports."

The measure would "disturb this settled balance of interests for the greater convenience of those who wish to attend spectator sports and of those who wish to conduct them," Rockefeller continued.

Concluded the Governor: "I do not believe sufficient reasons have been demonstrated for approving a change in this particular provision of the law. It has been in effect for 40 years and appears to have been generally satisfactory to the people of the New York State."

Einfeld to Europe Later This Month

Charles Einfeld, 20th Century-Fox vice president, will fly to Europe later this month to attend the Cannes Film Festival and to help formulate international promotional plans for George Stevens' "The Diary of Anne Frank," which will debut in London early in June. Einfeld will confer with European representatives of the film company in London, Paris, Cannes and Rome.

During these conferences, the vice president will outline the "guide-book" campaign on "Anne Frank" which has been used in each showcase engagement of the attraction in the United States. Plans have been set for European openings of the attraction which will closely parallel promotional work on the Stevens production done here. Einfeld will also discuss European opening of "Warlock," "Say One For Me" and "A Woman Obsessed."

Technicolor Meeting Slated for May 18 Here

Annual meeting of stockholders of Technicolor, Inc., has been scheduled for May 18 at the offices of New York Trust Co. here. Election of four directors for three-year terms is the only business listed for the meeting in advance.

See Rank Overse Earnings on Ri

By WILLIAM PAY

LONDON, April 17 (By Air M —Returns from overseas earning Rank films for 1959 will be up last year, reported Richard Oc general manager of J. Arthur Overseas Distributors, on his r here from a global tour of film ma

There is, said Odgers, a grea portunity throughout the world kets for British films to fill the caused by the fall, in quantit Hollywood product. He compla however, that the cost of film bution round the world was stil high. There is a great need for ra alization of film distribution alth he added, "the process does seem painfully working itself out."

Odgers's tour was one of the extensive ever undertaken by a executive. After attending the pean Managers Conference in he visited Rank branches on the tinent before flying on to Pak India, Manila, Hong Kong, T Singapore, Australia and New Zea

Calls Australia Most Lucrati

Australia, where he attended hibitor gatherings in each State, far, the Organisation's most luc market, said Odgers. Germany, and the Philippines are also placed on the Organisation's li profitable overseas territories. One That Got Away" has bee most successful Rank film overse the last year. In addition to thei pictures, the Rank Organisation dles, in many overseas territories, International, Disney, RKO and A Amalgamated product.

Odgers is currently in Moscow Harry Norris, managing director Arthur Rank Overseas Film Dis tors, to investigate the situatio garding the possibility of the s Rank films to the U.S.S.R.

John E. Petroski Di

NEW LONDON, April 20.—Jo Petroski, 46, most recently mana the Stanley Warner Garde T here and a veteran of 20 years industry of Connecticut, is dea lowing a long illness.

NEW YORK THEAT

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
AUDREY HEPBURN • ANTHONY PERK
in "GREEN MANSIONS"
Co-starring LEE J. COBB
SESSUE HAYAKAWA • HENRY SILV
In METROCOLOR and CinemaScope
An M-G-M Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SH

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club. ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vic dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copi

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NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

New Award for 'Ones' At Spain Cinema Week

United Artists' "The Defiant Ones," produced and directed by Stanley Kramer was awarded first prize at the International Religious Cinema Week of the City of Valladolid, Spain The UA release also received first prize from the screen writers of Spain for best theme and cinematographic development George Ornstein, United Artists representative in Spain, will accept the awards on behalf of UA and Kramer in Madrid

Pike Acquires

(*Continued from page* 1)

by Jerry Nance. The theatres taken over by Pike include the Barksdale & Don Drive-Ins and the indoor Davis in Bossier City, La.; the Sunset Drive-In and the indoor theatres, Don Rex and Broadmoor, Shreveport La. The acquisitions make it the largest circuit in the New Orleans exchange area.

Recent Pike acquisitions also included units of Joy's Theatres, Inc., the indoor Joy at Vicksburg, and the Joy Drive-In and hard top in Shreveport. Managerial appointments for the newly acquired theatres are Charles Williams, formerly with McElroy Theatres, as city manager of indoor theatres in Shreveport, Bossier City; Charles Gowan, city manager of drive-ins, and M. E. Brown as manager of the Joy, Vicksburg.

Warn on Ohio Tax

(*Continued from page* 1)

in a speech prepared for delivery before the Senate taxation committee. The committee is hearing proponents and opponents of the omnibus tax bill, No. 376, sponsored by Sen. Stephen Olenick, Democrat, Youngstown.

"The state saw fit several years ago to give theatres relief from the admissions tax," said Prickett. "At that time, permission was granted to cities to apply the admissions tax. Many of them did. Since that time, cities and towns being aware of the desperate situation of the motion picture theatre have repealed the tax. The one major city still collecting the tax is Cleveland. If the bill is passed, it will add a burden to the theatre industry which may well mean the closing of as many as 50 per cent of the existing theatres in Cleveland."

Prickett said that there are now only 75 theatres operating in the Cleveland area, compared with 108 indoor and drive-in theatres, 10 years ago. He said he was in Cleveland a few days ago and learned of the closing of the 1300-seat Capitol.

Jack Armstrong, Bowling Green, who operates 21 theatres in Northwestern Ohio, told the committee that the proposed tax "would be a great blow and will cause the closing of many more theatres." He said "we need tax relief in order to stay in business." He pointed out that city admission levies recently were repealed in the towns of Maumee, Napoleon and Port Clinton.

Columbia Sets 99 Features

(*Continued from page* 1)

by the "new Columbia team" headed by president A. Schneider with production head Samuel J. Briskin who starts his second year this week as vice-president in charge of studio operations.

With the change-over of Columbia to its present form, some of the leading filmmakers in the industry have joined its roster of independents who release through the company's worldwide distribution set-up.

Not counted in the general program is Samuel Goldwyn, whose "Porgy and Bess" is being distributed by Columbia.

At present, 34 independent producing companies, in Hollywood, New York and abroad, are on the Columbia roster.

Independents Listed

Columbia independent producers in Hollywood include Ansark (Norman Krasna), Arwin (Doris Day-Martin Melcher), Harry Joe Brown-Randolph Scott, William Castle and Associates, Clover (Sam Katzman), Corona (Roger Edens), RD-DR, Louis de Rochemont), DRB Productions, Globe Enterprises (Samuel Fuller), William Goetz Productions, Arthur Hornblow, Jr., Fred Kohlmar Productions, Morningside (Charles Schneer), Harry Romm Productions, Richard Quine Productions, Stan Shpetner Productions, George Sidney Productions, Security Pictures, Inc. (Sidney Harmon and Philip Yordan), Theodora Productions (Cornel Wilde), Thunderbird Productions (Kendrick Sweet and Don Siegel), Charles Vidor Productions, Philip A. Waxman Pictures and the YOF Corporation (Bryan Foy).

Also producing at the studio in Hollywood directly for Columbia are Boris D. Kaplan and Michael Blankfort.

Four in New York

Based in New York are Otto Preminger, David Susskind, Sudan (Paddy Chayefsky) and Drexel (Dick Clark).

Making their headquarters in Europe are Stanley Donen, Hammer Films, Highroad Productions (Carl Foreman), Raoul Levy, Sam Spiegel and Warwick Films (A. R. Broccoli and Irving Allen).

The record number of properties involved includes films now completed and awaiting release; films which are being edited, scored or dubbed; films which are now in production; and films which are on the planning boards, awaiting the start of production. Twenty-eight films have completed principal photography and are in the various phases of post-production activity prior to release; six are in production now; nine will go before the cameras by June 1; and 56 are scheduled to go into production by June 1 of next year.

Properties Purchased

The properties include best-selling novels, hit roadway plays, original stories and screenplays and biographies. Drama, comedy and music are all represented.

Films awaiting release, ranging from those which have just completed shooting to those in the final stages of pre-release include: "Babette Goes to War," "The Bandit of Zhobe," "Battle of the Coral Sea," "City of Fear," "The Crimson Kimono," "Face of a Fugitive," "Gideon of Scotland Yard," "Gunmen from Laredo," "Hey Boy! Hey Girl!", "The H-Man," "Idol on Parade," "It Happened to Jane," "Juke Box Rhythm," "Killers of Kilimanjaro," "Middle of the Night," "Murder Reported," "The Last Angry Men," "The Legend of Tom Dooley," "The Mouse That Roared," "The 30 Foot ride of Candy Rock," "The Two-Headed Spy," "The Women Eater," "The Young Land," "They Came to Cordura," "Verboten," "Yesterday's Enemy" and "Zex."

Five in Production

In addition to Otto Preminger's "Anatomy of a Murder," pictures now in production are "Man on a String," "Once More, with Feeling," "Our Man in Havana," "Rim of the Canyon" and UPA's "1001 Arabian Nights."

The nine films scheduled to start production by June 1 are: William Goetz's "A Magic Flame," Sam Spiegel's "Suddenly, Last Summer," Ansark-Sidney's "Who Was That Lady?", William Goetz' "The Mountain Road," William Castle's "The Tingler," Philip A. Waxman's "Krupa Story," Harry Romm's "Have Rocket, Will Travel," and Clover's "Lucky" and "High Trap." Briskin leaves here soon for New York where he will confer with Schneider and vice-presidents A. Montague, Leo Jaffe, Rube Jackter, Paul N. Lazarus, Lacy Kastner, L. J. Barbano and Mortimer Wormser. Also attending the sessions will be M. J. Frankovich, in charge of Columbia's European production.

Briskin, who has a straight three-year contract with no participation in any of the films, and no personal productions, hopes to make at least 30 films annually at the studio apart from those made by producers abroad, with the majority of films made in color. Columbia divides its printing between Pathe Laboratories and Technicolor, and plans to use the latter's Technirama process on many of its features.

Optimistic Regarding Future

Briskin stated "there will always be a successful motion picture business," and forecast the "end of the marginal theatre due to lack of product." He called attention to revamping of short-term deals with producers and directors into long-term agreements to establish a nucleus of operation when he took over the studio reins, as well as the signing of new faces like James Darren, Michael Kallin, Jo Morrow, Evie Norin and Ernie Kovacs.

Briskin concluded with a reference to the new practice of regular Wednesday meetings of studio department heads to determine a course of action on programs, purchases and schedules.

Embassy Sl

(*Continued from page* 1

"not going to buy any pictures can't use a hard sell," report the company has eight pictur ished, bought and paid for," to take care of its releasing s for the next 18 months.

In addition to "Hercules," goes into general release ear summer, these pictures are: "J Ripper," "The Law," "White N "Aphrodite, Goddess of Love," cules Against the Gods," "Th cus" and "Destruction of the The latter two are temporary

Levine emphasized the E release schedule is a direct re the "product shortage." He de his company as a "free-wheeli highly flexible organization," o is not going in for "stereotype bution." Before investing million dollars" in the feature tioned above, Levine said, E looked at at least 100 before making a final decision.

Openings, Holdover Boost 'Life' Grosses

Universal-International's "In of Life" continued to roll up U-I business in new openings o country this past weekend wh ting holdover records in its ini gagements, the country report terday.

In its first three days at th Theatre in New York the fi $6200. At the Arcadia Theatre adelphia on its first six days, $ at the Paramount in Rochester the Indiana in Indianapolis $13,000 and $11000 in three a day respectively. The best U-iness in several years was rol in new openings at the Wa Milwaukee ($8800 in three the Majestic in Dallas ($12, three days), the Worth in Fort ($7500 in three days).

To File Legal Briefs In UA, P.O. Dispute

Both sides in the United A Post Office Department disp the issues of obscenity and mai of the postal card reproduct Goya's painting, "The Naked have until next Monday to file following a session yesterday the Civil Service Hearing C sion at the General Post Offic eral thousand copies of the card were seized by the Post after UA mailed them to pro film, "The Naked Maja."

UA was reported to be prep appeal any decision to the District Court here if the ruling in its favor.

'Hot' Big in 3rd W

United Artists' "The Naked achieved a big third week g $58,685 at Loew's State Theat where it is holding over for a week.

PEOPLE

nour Peyser, vice-president of Artists, has been named a r of the board of directors of Telefilms, Toronto. He suc- Eliot Hyman.

□

in Levine, Brandt Theatres ve, was chairman of the com- which yesterday honored Syd- Hellenbrand, prominent leader ai B'rith, at the Wilkie Memo- ilding here.

□

ter Reade, Jr., is now operating he Sunset and 9-W drive-ins gston, N. Y. He took over the from Lamont Theatres, Al-

□

Lewis has resigned as man- Keith's 105th Theatre, Cleve- o join Universal Pictures there alesman He succeeds Maurice erg who has resigned to return sburgh.

□

Holmes, booker in Detroit for Vista, has moved to United there as head booker. He has eplaced in his former post by a Saltzmen of Cleveland.

□

Carrie Rodgers, long-time sec- in the Warner Brothers office any, N. Y., was honored upon tirement with a dinner and Irs. Rodgers, with WB for 36 is being replaced by Mrs. Helen e.

ring May 9 on NT kholder's Suit

Special to THE DAILY

MINGTON, Del., April 20.— ring has been set here on May he Court of Chancery on set- t of a suit by Sarah H. Helfand, older in National Theatres, the circuit, Elmer C. Rhoden, rmer President, and others. n has denied allegations in the ed complaint and asked Judg- lismissing it.

settlement provides that Rho- rminate a lease on the Esquire e Building in Kansas City, Mo., bate payments made by Fox ri Theatre Co., a subsidiary of lidwest Theatres, an NT sub- for rent on the building. It pecifies that Rhoden and NT nto an agreement to cancel a t with Rhoden and option ents between the parties.

ement also calls for Rhoden to a new lease to Fox-Missouri e Co. covering parking across eet from the Uptown Theatre sas City and that NT pay ex- allowed to plaintiff by the The amended complaint would nissed with prejudice.

settlement notice to stockhold- NT states that the terms have pproved by the NT board as in the company's "best in- "

Adams to Stay Full Term as Head of Allied

(*Continued from page* 1)

themselves to perform necessary additional tasks to relieve Adams as much as possible, Allied said, and Adams in turn assured them he would be available for consultation on matters of importance. He will be represented at the May 12 meeting of ACE with a Motion Picture Ass'n. committee by one or both of his alternates, Jack Kirsch and Irving Dollinger.

Allied's interim convention will be held in Miami Beach on Dec. 6, 7 and 8 of this year, the board announced. The regular spring board meeting, scheduled for May 11 and 12 in Boston, was cancelled and holding a summer meeting was left to the discretion of the president and the chairman of the board.

The board stated that although it was disappointed by the five-month delay in putting ACE into operation and in arranging for a summit conference, it was nevertheless gratified that a meeting including participation by three top executives of production and distribution has been scheduled for May 12. The board expressed the hope that helpful solutions would be found without delay.

The board declared that it had reviewed "territory by territory" the "white paper" campaign to obtain Congressional action for what Allied terms securing enforcement of the Paramount case decree by the Department of Justice. The board announced that it had "renewed its faith in and approval of the 'white paper' campaign."

Seek More UA 'Clarification'

Allied's directors expressed the hope that United Artists would issue "another and more explicit statement" on its plan to stop adjusting film rentals after the conclusion of an engagement. The board said it felt that the "statement of clarification" made by William J. Heineman, U.A. vice-president in charge of distribution, "is inadequate to reassure exhibitors who were shocked and disturbed by his original statement."

In announcing the U.A. policy publicly, the board said, Heineman "imputed unfair or unethical practices to exhibitors." The need for adjustments based on performance, the board went on, "springs from the unrealistic pricing policies of the film companies and adjustment before payment is necessary when pictures are grossly overpriced to prevent serious impairment of the exhibitors' working capital."

Basle Case Discussed

The adoption of new distribution methods in the Pittsburgh area as a result of the Basle case, was thoroughly discussed by the board, which assured Pittsburgh exhibitors that Allied would support and assist them in every way. Morris M. Finkel, Allied director from Western Pennsylvania, told the board it was the view of counsel retained by the Pittsburgh exhibitors that the steps taken by distributors involving "arbitrary zoning of theatres" and "the institution of competitive bidding where it never existed before," go far beyond the requirements of the Basle decree. The board expressed apprehension that Pittsburgh "is being used as a guinea pig." If distributors succeed "in forcing compulsory competitive bidding throughout the area, with higher film rentals and a reduction in the number of prints, they will use the same tactics in other cities," the board said.

The board also protested a reported increase in certain National Screen Service charges.

Soviet Film Deal Is Delayed Again

Complications of both a practial and technical nature continue to beset the State Department's film exchange agreement with the Soviet, suggesting that the projected Washington and Moscow state premieres still are well in the future.

Inquiry here this week revealed that one of the practical matters contributing to the delay is that of taxing the Soviet films purchased in the exchange agreement on their entry here.

The State Department's cultural exchange agreement in its application to the Hollywood-Soviet pact stipulates that there shall be no taxes on the purchase prices of the films which come under the agreement.

Resolution Seen Near

However, there is a Federal tax of 30 per cent on the income of imported films in this country. State now is endeavoring to work out with the Treasury Department an exemption for the Soviet films. Such things seem to be more expeditiously arranged in Moscow. If the state says, "No tax," that ends it. In Washington it becomes a problem for discussion and study, one that only now is in process of being resolved. Earlier, Moscow was responsible for extended delay while making its selection of the 10 Hollywood films.

After that will come negotiations of terms and conditions of distribution and exhibition of the films in the agreement.

An example of the technical problems involved is the current uncertainty whether the color films included in the Hollywood-Moscow exchange can be adapted to exhibition in the respective countries. Strips of color test film are being exchanged in an effort to pinpoint and attempt to solve the technical problems. These include sprocket hole spacings and other projection fitting aspects.

Drawing for Films Likely

Once obstacles such as these have been removed it is expected one each of the seven Soviet films in the agreement will be taken by an American company for distribution here. Who gets which picture may be determined by a drawing conducted by Motion Picture Export Ass'n. Thereupon, prolonged discussions are likely to ensue among the companies over the terms and conditions involved in the handling of each picture.

Just when the proposed state premieres will occur still is unpredictable. Already, several time schedules mapped out for effectuating the exchange agreement have been lost sight of.

Allied Favors

(*Continued from page* 1)

pooled locally for promotion endeavor.

Exhibitor contributions to the business-building campaign fund aggregated about $166,000. Expenses to date are not known but are believed to be nominal. The fund is in custody of a special business-building committee and records of contributors are intact. The b-b campaign was not a COMPO project but COMPO helped with details.

Exhibitor Money Insufficient

The project was abandoned when exhibitors failed to raise their half of the $2,300,000 b-b campaign budgets and distributors, who were to contribute the other half, would not agree to a piecemeal campaign limited to radio promotion.

Nominate Two for Board of AB-PT

Two leading industrialists have been designated as nominees for directors of American Broadcasting-Paramount Theatres, Inc. for the coming year.

Those nominated by management are Joseph A. Martino, president of National Lead Company and Alger B. Chapman, chairman of the board and chief executive officer of Beech-Nut Life Savers Inc.

'Porgy' Box Office Set

A special group sales office has been opened at the Warner Theatre on Broadway to handle requests for group tickets and theatre parties for Samuel Goldwyn's "Porgy and Bess," which world premieres there on June 24. Columbia Pictures, distributors of "Porgy and Bess," has appointed Myron P. Weinberg to head the group sales office at the Warner Theatre.

SHOWMEN'S CHOICE FOR THIS and EVERY YEAR
For The BEST SPECIAL TRAILERS
40 Years of Experience have taught us the "Know-how" of making Special Trailers . . .
filmack
1327 S. Wabash CHICAGO 5, ILL. TWO PLANTS 630 Ninth Ave. New York, N.Y.

Grainger Firm

(*Continued from page* 1)

Releasing Organization, Inc., and Inter-Continent Films, Inc. Grainger serves as president of the former and Bogeaus president of the latter.

In addition to headquarters at the Paramount-Sunset studios here, sales offices will be maintained in several key centers, including New York, Boston, Chicago, Dallas, Atlanta, Philadelphia and Los Angeles.

European headquarters will be in Paris, with Jack Lamont in charge of sales. Latin American distribution will be handled out of Mexico City, with Laurence Speirman in charge of sales.

The first motion picture to be distributed by Inter-Continent Releasing Organization, and produced by its counterpart company, will be "Jet Over the Atlantic," starring Guy Madison, Virginia Mayo, and George Raft, which goes before the cameras in Spain and Mexico beginning Monday, with Bogeaus producing and Byron Haskin directing from a screenplay by Robert Blees and I. H. Cooper.

Bicks 'Trust' Suit

(*Continued from page* 1)

fornia of Victor R. Hansen, Bicks' former superior.

Bicks, who will be 32 next month, has the reputation of being a keen lawyer and enthusiastic "trust-buster."

The American Congress of Exhibitors, which has been waiting on the designation of Hansen's successor to seek a conference on a number of desired moves in its program to solve exhibition's most pressing problems is expected to seek an appointment with Bicks soon for an exchange of views.

No announcement has been made of Bicks' new position and, in fact, Attorney General Rogers and other Justice Department higher-ups are felt to be soft-pedaling the change. Bicks is regarded as a controversial figure and some observers here suggest the Department, for that reason, wants to remain as flexible as possible where their new appointee is concerned. But as first assistant to Hansen, in the absence of the appointment of another to the post vacated by Hansen, Bicks heads the Anti-Trust Division. Insiders doubt the temporary arrangement will persist for long.

Ace has a standing subcommittee with an agenda prepared for the long-awaited Justice Department conference.

Irving Cummings Dies

HOLLYWOOD, April 20.—Irving Cummings, who directed more than 50 motion pictures before his retirement in 1954, died here Saturday at Cedars of Lebanon Hospital. Surviving are his wife, Ruth, and a son, Irving, Jr., a screenwriter.

Private funeral services will be conducted tomorrow at Pierce Bros. Hollywood Mortuary. In lieu of flowers, the family has asked that donations be made to the Los Angeles County Heart Association.

It Happened to Jane

CONTINUED FROM PAGE 1

played by that wholesome representative of American womanhood Doris Day. The heroine is not "typical" in the sense that she is a widow, but this permits a romantic triangle in which she is pursued by Jack Lemmon and Steve Forrest—both handsome representatives of the average American male.

To top this, and clinch its wide appeal, the picture celebrates a character trait that many Americans like to think of as exclusively their own. This is the quality of "sticking up for one's rights" in the face of formidable odds.

For Miss Day in the picture these "rights" are legal. To make a living for her children she has started a lobster business which hits a snag at the start. Her first shipment is delayed in arriving at its destination through negligence of the railroad over which it was sent. With the aid of Lemmon, local lawyer and her longtime admirer, Miss Day files a suit against the railroad. From that point the complications start merrily piling up.

For the rest of the film Miss Day, with the assistance of Lemmon and Forrest, playing a New York newspaper reporter who becomes interested in both the case and the lovely plaintiff, wages a running battle with the railroad and its officials. Eventually and inevitably the heroine wins; Big Business with all its power and resources is no match for the American mother aroused.

Along the way the events dreamed up by Norman Katkov, who wrote the screenplay from a story by Max Wilk and Norman Katkov, are steadily funny. And the most hilarious are those involving Ernie Kovacs as the head of the railroad Miss Day has sued. Lacking most of his bushy hair (shaved for the part) and affecting boisterous and vulgar mannerisms, Kovacs draws a riotous caricature of a business tycoon to whom all women are "broads" and who takes his public relations obligations lightly.

GUEST APPEARANCES are made in the film by several television stars in a series of scenes, in which Miss Day takes her case against Kovacs to the nation over the airwaves. They include Bill Cullen, Dave Garroway, Steve McCormick, Jayne Meadows, Garry Moore, Henry Morgan, Bob Paige, and Betsy Palmer.

There is also another "star" in the picture to whom Columbia is giving top billing. This is a lobster called Sam, the pet of Miss Day's children.

There are two songs in the picture which are to be used in exploiting it. One is the title number which Miss Day sings during the credits, and the other is called "Be Prepared." This one she warbles with a group of children on a Boy Scout outing.

Such scenes as that outing and others taken outdoors are much enhanced by Eastman color photography. The picture was shot in Connecticut rather than Maine, but the first state serves nicely to represent the second.

Richard Quine produced and directed this picture, for which Martin Melcher, husband of Miss Day, acted as executive producer through their Arwin Productions.

Running time, 98 minutes. General classification. Release, in June.

RICHARD GERTNER



Doris Day, Jack Lemmon, and Ernie Kovacs in "It Happened to Jane."

Hospital Boa

(*Continued from page* 1)

25. Board members and i guests will tour the hospital visit with patients, and be brou to date on progress made since last visit.

Among other things the will see the hospital-within-a- tal developed to take care of p with chest diseases other than culosis, which has now been eration a year.

Board members and guest leave New York on June 25 Greyhound buses chartered f full period to simplify travel an nections. They will go direc Schroon Lake, where the entire will be the guests of Herman R and his sons, Allan, Burton an man at their Edgewater Motel, previous years.

On Friday morning the grou be taken from Schroon Lake t Rogers Hospital to spend the meetings, research clinics, an annual luncheon with patient guests. They will return to Edg Motel Friday evening.

The board of directors meeti then take place there Saturday ing with all on the trip in atten Plans for the future will also b sented and discussed. Return t York will be on Saturday eveni

Kansas City Paper

(*Continued from page* 1

cent opinion of John Anders state attorney general, that television stations should subm for examination and approval censor board before being t the Times said:

"Whether the attorney would run into Federal juris in stations licensed by the Communications Commissio whether the law is regarded a legal idiosyncrasy is not ye

"One point is obvious. Leg certainly expected the board view to examine all films for tional, charitable and religiou poses. . . . The subject of cen was brought forcibly to the at of the last legislature. After fu mittee hearings in both house to abolish the censor boar killed. Courts would have to that the legislature showed its to maintain the present laws."

Publicists Associati And NSS Sign Pact

From THE DAILY Bureau

HOLLYWOOD, April 20. tract negotiations between th licists Association, IATSE Loc and National Screen Servic concluded today with the sig a new two-year contract.

The new pact calls for a cent salary increase, approx $25 per week, for all trailer visors currently employed by N Screen and is retroactive to J 1958. The new pact will re effect until June 20, 1960.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

85, NO. 76 NEW YORK, U.S.A., WEDNESDAY, APRIL 22, 1959 TEN CENTS

...% Ahead

...ecord Net ...r Quarter, ...alf for S-W

...s Revenues Also Show ...s for Both Periods

...ley Warner Corp. and subsid- ...yesterday reported that profits ...th the second quarter and the ...alf of the ...any's cur- ...iscal year ...the larg- ...h its his- ...No break- ...of earn- ...of theatre ...tions and ...was sup-



S. H. Fabian

...H. Fabian, ...ent, re- ...d that net ...e for the ...onth pe- ...nded Feb. 28 last was $2,253,- ...equal to $1.11 per share, com-

(*Continued on page 5*)

...(RKO) Becomes ...n Alden Corp.

Special to THE DAILY

...LKES-BARRE, Pa., April 21.— ...ndustries Corporation today was ...ed into Glen Alden Corporation ...ng a company with assets of ...than $132,000,000. The RKO ...e circuit is owned by List In- ...es.

...nouncement that the merger had

(*Continued on page 5*)

...w UPA Shorts Plan ...nounced by Haines

From THE DAILY Bureau

...OLLYWOOD, April 21. — Roy ...s, newly-appointed general sales ...ger of UPA Pictures, will insti- ...a new short subjects sales plan ...sure a continuing supply of top ...ty cartoon shorts on a selling

(*Continued on page 4*)

...EVISION TODAY—page 5

Bar Loew Theatres from Using 'MGM'; Will Change Name of Radio Station

From THE DAILY Bureau

WASHINGTON, April 21.—Loew's Theatres, recently divorced exhibition arm of Loew's, Inc., may not "in any way or at any time" use the name Metro-Goldwyn-Mayer or the letters MGM as part of any present or future corporate identification, according to papers filed with the Securities & Exchange Commission here.

As a result of this agreement between the two companies, Loew's Theatres has until next month to change the name of its subsidiary, WMGM Broadcasting Corporation, which operates radio station WMGM in New York City.

Out of consideration for the "established" reputation of the radio station, however, it has been agreed that

(*Continued on page 5*)

B&K's 1958 Profit Rises to $362,529

Special to THE DAILY

CHICAGO, April 21. — Balaban and Katz reported earnings $1.38 per share for 1958 as against $1.28 per share for 1957 at its annual meeting of stockholders here today. Total profit after taxes amounted to $362,529 for 1958 as compared to $336,284 for 1957. A $2.50 dividend for stockholders of record on Jan. 3 remains.

The present directors: David B. Wallerstein, Elmer C. Upton, Arthur A. Goldberg, Simon B. Siegel, Leonard

(*Continued on page 4*)

Tenn. T.O. Meet Hears Report on TOA Action

Special to THE DAILY

NASHVILLE, April 21. — Theatre Owners of America is now trying to salvage material originally intended for the industry's defunct Business Building Campaign for distribution as a package to exhibitors, George Roscoe, TOA director of exhibitor relations, told the convention of the Tennessee Theatre Owners Association at the Hermitage Hotel here today.

Roscoe said that the records pre-

(*Continued on page 4*)

Schaefer Vice-President Of Carlyle Productions

Special to THE DAILY

ISHPEMING, Mich., April 21.— Otto Preminger, who is directing "Anatomy of a Murder," here, has announced that George J. Schaefer, veteran distribution executive, has joined Carlyle Productions as vice-president in charge of sales.



George Schaefer

Schaefer, whose appointment becomes effective immediately, is a former president of RKO Radio Pictures and previously was top sales

(*Continued on page 4*)

Kansas Attorney General Reverses Self After Holding Films on TV Subject to Censorship

Special to THE DAILY

KANSAS CITY, Kan., April 21.—Reversing an opinion given last week, John Anderson, Jr., Kansas attorney general, today said that the State Board of Review is not required to approve all films shown on television stations in the state.

The State Censor Board has no authority whatever to pass on any films shown on television stations in Kansas, since the stations are under the licensing jurisdiction of the Federal Communications Commission.

While changing signals regarding television films, Anderson reiterated that "motion picture films or reels publicly exhibited by Kansas University and Kansas State University . . . and publicly displayed 16-millimeter film in the state of Kansas would be subject to examination and approval by the Board of Review."

Joint Statement

Conditions for Pact Review Stated by U.A.

Heineman Meets with TOA Leaders; Reiterates Policy

A pledge that any exhibitor who is unreasonably hurt by United Artists' contract terms would be given a thorough review of his complaint and could obtain relief if warranted has been made by William J. Heineman, U.A. vice-president in charge of distribution, as a result of discussion of the company's recently announced "look-see" policy, it was revealed yesterday by Theatre Owners of America headquarters here.

The assurances were part of a three-point statement on the policy, jointly announced by Heineman, George G. Kerasotes, TOA president, and Albert N. Pickus, chairman of the TOA executive committee. The three met here last Thursday to discuss the new U.A. "look-see" policy and attempt to clarify it further, according to the announcement.

While the joint statement reiterated earlier assertions by Heineman that relief would be granted exhibitors if

(*Continued on page 2*)

Midwest Owners Form Business Builders Ass'n.

Special to THE DAILY

KANSAS CITY, April 21. — An organization designed to bolster theatre attendance in the midwest was organized here yesterday at a meeting of area film circuit leaders and publicity staffs at the Hotel Muehlebach. The newly formed group, whose

(*Continued on page 4*)

Goldwyn Here May 15 On 'Porgy' Premiere

Samuel Goldwyn is expected to arrive in New York May 15 to personally supervise activities in connection with the world premiere of his "Porgy and Bess" at the Warner Theatre on June 24.

The producer will remain in New York following the premiere for con-

(*Continued on page 4*)

PERSONAL MENTION

HARRY MANDEL, RKO Theatres vice-president for operations, will leave here next Tuesday with MRS. MANDEL for a business and vacation trip to Europe.

•

HAROLD GOLDMAN, president of NTA International, will leave here Friday aboard the "United States" for Europe. He will attend the Cannes Film Festival.

•

A. W. SCHWALBERG and GEORGE FRAZER left here for the coast last night.

•

DAVID E. DIENER, vice-president of Monroe Greenthal Co., will leave New York today for Durango, Mexico.

•

KAY NORTON, vice-president of United Artists Records in charge of distribution, will leave here on Friday for a business trip to the key cities of Britain and the Continent.

•

C. J. LATTA, managing director of Associated British Pictures Corp., returned to London from New York yesterday via B.O.A.C.

•

MORRIS SAFIER, independent distributor of Los Angeles, has arrived in New York from the Coast.

North Central Allied Meet to Start July 7

Special to THE DAILY

MINNEAPOLIS, April 21.—Late openings of drive-in theatres in the upper Midwest have forced the postponement of the North Central Allied convention from early June until early July, Frank Mantzke said here today.

The convention will be held at the Nicollet Hotel here starting July 7.



U.A. Sets Review Conditions

(*Continued from page* 1)

warranted, and providing they had paid to the company whatever was due it under the terms of the contract in question, it noted that U.A. would have to obtain the producer's approval first.

The statement in full follows.

1. United Artists intends to sell pictures at realistic terms, based on the merits of individual pictures, and treat TOA exhibitors fairly and equitably as to terms.

2. Heineman would grant relief to exhibitors who have paid contract terms, within a reasonable time after receipt of payment, if the exhibitor can prove to United Artists' satisfaction that the results did not warrant the contracted terms, but Heineman made it clear United Artists must obtain the producer's approval, which he would then seek.

3. Heineman pledged that any TOA exhibitor who is unreasonably hurt by contract terms would be given a thorough review of his complaint.

Cleveland Teen-Age Forum Plan Begins

Special to THE DAILY

CLEVELAND, April 21. — Ten selected students from five area high schools participated here in the program sponsored by the Motion Picture Council of Greater Cleveland aimed to create a coming generation of movie goers and to give to the motion picture producers information as to the type of entertainment that appeals to intelligent young people. The plan is for the group to view a new movie and then hold a discussion on it which is tape recorded and sent to the studio that produced the movie under discussion.

The first move in the experiment was "Warlock," produced by 20th Century-Fox. Comments were mostly constructive.

All of the participants will write reviews of the picture and circulate them in their schools. The reviews will be entered in a contest with a prize by the film producers for the winner. Mrs. William G. Sullivan, Motion Picture Council chairman, is in charge of the project, which is being staged in cooperation with 20th-Fox publicity representative Adrian Awan.

Cody Will Honor Wayne And 'The Young Land'

Special to THE DAILY

CODY, WYO., April 21. — Pat Wayne, son of John Wayne, will return to Los Angeles from here an honorary Wyoming sheriff. Wayne will attend the premiere of his picture, "The Young Land," in Cody and will take part in the two-day round of activities celebrating the opening in Cody of the Gertrude Vanderbilt Whitney Gallery of Western Art.

A nation-wide press representation will pour into Cody for the premiere and the gallery-opening festivities April 25 and 26.

"The Young Land" was made by C. V. Whitney for Columbia Pictures release.

Henry Reeve, Veteran Texas Showman, Dead

Special to THE DAILY

MENARD, Tex., April 21.—Henry Reeve, veteran local exhibitor and a former member of the board of Theatre Owners of America, died suddenly following a recent heart attack.

A local exhibitor for 36 years, he was a former president of Texas Theatre Owners Ass'n. and active in many industry and civic fields. He was national co-chairman of the Sixth War Loan Campaign in 1944; was a member of Texas Compo's Showmen's Speakers Bureau. Local schools and businesses closed for his funeral. His Mission Theatre here is continuing in operation under his son-in-law, John Winslow.

New State Law Extends Employment Insurance

Special to THE DAILY

ALBANY, N. Y., April 21.—A bill extending eligibility for unemployment insurance to workers for firms employing one or more persons, instead of the present coverage for two or more employees, has been signed by Governor Nelson A. Rockefeller. The change, effective Jau. 1, 1960, will add 150,000 workers to unemployment insurance.

The unemployment insurance measure does not cover domestics, who are eligible only if their employer has four or more such workers.

'Maja' in 210 Keys

United Artists' "The Naked Maja" has been booked into 210 key situation across the country during the next two weeks. The film will be backed by intensive local level, all-media promotion campaigns.

Para. Dividend 50 Cents

The board of directors of Paramount Pictures Corporation yesterday voted a quarterly dividend of 50 cents per share on the common stock, payable June 12, 1959, to holders of record May 25, 1959.

Standard's A. D. Kv Honored on Retirem

Special to THE DAILY

MILWAUKEE, April 21. — dinner at the Schroeder Hotel some 250 local industry member tribute to Alfred D. Kvool on h tirement as general manager of S ard Theatres.

Oscar Olsen, business manag the Projectionists Union, pres Kvool with a life-time gold me ship card in the union.

Prominent for 30 Years

Kvool has been a prominer ecutive in the theatre business since 1927. He started in Minne working for the Finkelstein and circuit. In 1927 when he came with his wife, Lola, and dau Kathie, Kvool joined Saxe Th When Saxe reorganized as the Midwest circuit he was retain an executive, and later joined W Brothers Theatres as assistant manager.

Mich. Allied Sets Ann Convention Sept. 2

Special to THE DAILY

DETROIT, April 21.—Mi Allied's 40th annual conventio be held here Sept. 23 and 24 Sheraton Cadillac Hotel. Conv chairman William M. Wetsm now making preparations for ness sessions, luncheons and pr activities.

The exhibitor group also ha a letter of appreciation to N Screen Service branch manage Clavet for reducing shipping co including advertising and t with regular film shipments. A to cooperate by prompt retu used material and care in its pre tion has been issued to all me of the organization.

Begin Promotion o 'Five Pennies' Reco

Paramount Pictures, Dot R and Danny Kaye have joined in a full-scale promotion of th tion picture and soundtrack a "The Five Pennies." Beginni Monday in Los Angeles, Kay start on a tour of 15 major playing host to exhibitors, the disc jockeys, radio and TV officials and record dealers.

Each of these stops will f an evening screening of the T color comedy-drama, along wit low-up luncheons and confe Cities to be covered include York, Boston, Philadelphia, Wa ton, Atlanta, Dallas, St. Louis cago, Toronto, Detroit, Pitts Cleveland, Cincinnati and San cisco.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Roc Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vic dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copi

SHANE

$UCCESS $TORY!

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

SIDNEY G. DENEAU
PARAMOUNT FILM DISTRIBUTING CORP.
1501 BROADWAY,
N. Y. C.

SHANE'S RETURN ENGAGEMENT AT OUR STUART THEATRE, LINCOLN, NEBRASKA FANTASTIC. PROVES AGAIN THERE NEVER WAS A PICTURE LIKE SHANE. $5012 GROSS FOR FIRST 3 DAYS IS ONLY $218 BELOW RECORD-BREAKING FIRST 3 DAYS OF ORIGINAL ENGAGEMENT. THIS ADDS UP TO THEATRE'S TOP BUSINESS FOR LAST 6 MONTHS AND INDICATES FULL WEEK GROSS WILL TOP PARAMOUNT'S TOP PICTURES EVEN GOING BACK TO "TO CATCH A THIEF," "MAN WHO KNEW TOO MUCH," AND "BRIDGES AT TOKO-RI." THE THEATRE WAS REALLY JUMPING AND WAS MOST POPULAR SPOT IN TOWN. CROWDS LINED UP OUTSIDE WAITING TO GET IN. THE SATURATION RADIO CAMPAIGN WAS SUPERLATIVE AND I URGE MY FELLOW EXHIBITORS TO GO RIGHT DOWN THE LINE WITH PARAMOUNT MERCHANDISING RECOMMENDATIONS FOR TOP B.O. RESULTS. I REPEAT--THERE NEVER WAS A BOXOFFICE CHAMPION LIKE SHANE.

GEORGE GAUGHAN, COOPER FOUNDATION,
LINCOLN, NEBRASKA

COMPARABLE RESULTS AND RAVES FROM

KIMO THEATRE—ALBUQUERQUE / TEXAS THEATRE—SAN ANTONIO
CASA LINDA, TEXAS AND CIRCLE THEATRES—DALLAS

TOA of Tenn.

(*Continued from page* 1)

pared for the radio campaign, and the ad roughs for the newspaper campaign "contain wonderfully creative, exciting ideas and thinking, and we feel it would be criminal to let this material die." He pointed out that if TOA is successful in releasing the material, it would be offered to exhibitors at cost, permitting them to put on campaigns of their own or join in state or regional campaigns.

Praised by Roscoe

Thanks in behalf of "all TOA" were extended by Roscoe for "the magnificent job you in Tennessee have done in contacting your congressmen and senators on toll-TV, on Army-Navy pre-release, and on the minimum wage law." He pointed out that if the U.S. bill to restrict cable TV is passed, exhibitors will "have won at least three more years grace—to the seven we've already had—in keeping pay-TV from affecting our theatres."

Roscoe reported that Robert J. O'Donnell's Army-Navy committee is making progress in its efforts to have military post theatres play pictures after commercial theatres. "I am advised that a decision is near," he said, "and we are hopeful that it will give us a concrete start towards the eventual complete elimination of this unfair competition."

Points to UA Situation

Citing TOA's success in getting William J. Heineman to clarify United Artists' new sales policy, Roscoe said "TOA will always do its utmost to keep any exhibitor in business, and will move quickly on any sales problem that is national in scope."

Tennessee TOA Elects Hendren President

Special to THE DAILY

NASHVILLE, Tenn., April 21. — The Tennessee Theatre Owners Association, meeting today at the Hermitage Hotel, elected Earl H. Hendren, Capitol Theatre, Erwin, Tenn. president, succeeding Bob Hosse, Crescent Amusement Co., Nashville; Ed Scapinspley, Malco Circle, Alcoa, Tenn., vice-president; and reelected Willis Davis, Atlanta, Ga., as treasurer and Morton Tune, Shelbyville, as executive director.

Hendren was oldest in point of service of the approximately 50 owners and managers present, with 38 years as a theatre owner and manager. Hosse cited as accomplishments of the Association during the two years he has been president, a realistic Federal and state tax enacted and removal of most of the legal restraint on Sunday movies.

Drink Vending Favored

A morning panel discussion on the relative value of drink vending machines and fountain dispensers in conventional theatres heavily favored vending with the weight of the experience of Crescent with its more than 60 theatres.

REVIEW:

The Man in the Net

UA-Mirisch-Jaguar

A MURDER mystery featuring the well established names of Alan Ladd and Carolyn Jones, this Mirisch-Jaguar production is different enough in some aspects to attract favorable attention. Among its values it provides a frame for some acting in depth by Miss Jones, one of the most promising of the newer actresses, and it has as an integral part of the plot solution a group of charming and precocious children acting as a group somewhat in the tradition of "Our Gang."

The screenplay by Reginald Rose from a novel by Patrick Quentin is an intricately worked out exercise in ingenuity, with a surprise ending but it falls short in credibility. Ladd is a commercial artist who has taken his neurotic and alcoholic wife, Miss Jones, to a small town in Connecticut in the hope of curing her. She ridicules his attempts at serious painting, rails at him to return to New York and the Madison Avenue cocktail circuit but he is adamant. With plenty of time to get into mischief she carries on affairs with at least three of the townsmen, including Charles McGraw, the rough and ready town policeman; John Lupton, son of a local industrialist, and Gordon Moreland, rich exurbanite.

Concealing her alcoholism, she convinces the neighbors that Ladd is depriving her of the luxuries of life in order to pursue his fruitless art career. When she disappears, obviously planted evidence points to Ladd as her murderer. The townspeople, roused by McGraw, are ready to lynch him but he escapes to the woods where he is aided by the children whom he uses to collect the evidence he needs, including a tape recording made by his wife during one of her rendezvous with a lover and jewelry given to her by local admirers. These he uses to set a trap which exposes the murderer.

Direction by veteran Michael Curtiz is to the point, with the obvious gaps in the story line the only obstacles to a smooth, absorbing and fast moving murder tale. The children, played by Barbara Beaird, Susan Gordon, Charles Herbert, Mike McGreevy and Steven Perry, by their charm and naturalness do much to overcome the shortcomings of the plot. Ladd is his usual relaxed self and Miss Jones' performance will do much to further her career.

Running time, 97 minutes. General classification. May release.

—J.D.I.

Schaefer Vice-Pres.

(*Continued from page* 1)

executive for Paramount and United Artists. In 1945, he was the first recipient of the Motion Picture Association award for civic and patriotic service.

Schaefer in recent years has been active in independent motion picture production and distribution, representing Preminger, Stanley Kramer and others.

Fisher Services Held

ALBANY, N. Y., April 21.—Services were held here in All Saints Episcopal Cathedral for Edward Fisher, 63, for many years chief projectionist for Fabian's Palace Theatre and one-time president of Local 324, IATSE, who died at Veterans Administration Hospital. Surviving are his wife, a daughter, brother and sister.

Bronston to Meet Press

Sam Bronston, producer of "John Paul Jones," will meet trade press representatives at lunch at the Sherry Netherlands Hotel here tomorrow, at which time he is scheduled to make an announcement of importance to the trade.

B&K's Profit

(*Continued from page* 1)

H. Goldenson, Edward L. Hyman and Sidney M. Markley were re-elected to serve another year.

Officers of the company will be selected at a directors meeting to be held in several weeks, however, no change of officials is contemplated then, according to a company spokesman.

Midwest Owners

(*Continued from page* 1)

creation was urged at the recent Show-A-Rama convention here, will be known as the Great Plains Business Builders Association.

Myron Blank, of Des Moines, president of the Central States Theatre Company, was elected president of the association, and Richard Orear, of Commonwealth Theatres here, was named vice-president.

After setting up the organization, methods for improving advertising were explored. A part of the meeting was also set aside for discussion of Hollywood product scheduled for release in the remainder of the current year.

Schlaifer Agency N

New Coast Office H

The Charles Schlaifer & C vertising agency, which recen closed plans to open a Wes office headed by James Raker, day announced the appoint additional key personnel. Kallis has been appointed ad art director, John Van Orman ate art director, Edward Gr copy head, and James J. business manager.

Kallis for the past 15 ye advertising art director for sal-International Pictures, an ously held the same positi Paramount Pictures here, a with the Buchanan Advertisin cy and Columbia Pictures York. Prior to opening his ow in Hollywood eight years a Orman was with the Buchana cy in New York. Prior to joini versal's advertising departm years ago, Greenberg was head of the motion picture ment of Foote, Cone and Be Hollywood and previous to t with Warner Brothers adverti partment in New York. Chris mer RKO Theatres executive cago and New York, has for 20 years been business man the U-I studio advertising-p department.

New UPA Shorts I

(*Continued from page*

tour of key cities starting thi

Joined by UPA president Bosustow at a trade press lu Haines said his plan will pe censing of a print or prints of "Mister Magoo" cartoons for of one year on a flat rent under an "unlimited play agre allowing unlimited playing ti theatre or theatres under circ trol.

Major circuit sales will be out of UPA's headquarters Angeles, with fringe-selling and franchising of territories of United States being co Haines said. This plan will distribution costs and nun prints generally required to contracts, he pointed out.

The new policy is being following UPA's friendly ter of its short subjects producti tract for Columbia Pictures, however, will handle UPA's "Magoo's Arabian Nights" o leasing agreement.

Goldwyn Coming

(*Continued from page*

ferences with executives of C Pictures, which is releasing th cal drama, on sales and ad plans for openings in key ci areas around the country.

It was announced yesterd "Porgy" will have its west c miere July 15 at the Carthay Los Angeles. This, like the engagement, will be an excl served seat presentation.

t for S-W

(Continued from page 1)

net profit for the correspond-
d in the preceding fiscal year
9,520, or 69 cents per share.
e from operations for the
months period amounted to
494, compared to $58,275,487
corresponding 1958 period.
e second quarter of the cur-
al year net income amounted
4,036, equal to 53 cents a
ompared to $631,988, or 30
share the year before. Income
quarter amounted to $31,161,-
npared to $30,124,640.
n said the profit for the quar-
70 per cent larger than for the
nding quarter a year ago, and
nonths profit was 56 per cent
f the 1958 figure.
eport said that "unusual prop-
positions (during the 1959 six
period) resulted in losses of
), as a result of which there
a saving of $500,000 in fed-
me taxes. Accordingly, $500,-
the losses has been charged
perating income, representing
ivalent of the federal income
ich would have been payable
such losses been incurred."
report continued: "$109,500,
ting the balance of the prop-
es of $430,500 reduced by a
$321,000 realized on the sale
rities, has been charged to
surplus. During the corres-
period last year the charge
d surplus was $128,500."

(RKO) Change

(Continued from page 1)

effective followed approval of
ger agreement earlier today
g at the Glen Alden annual
here. List Industries share-
approved the merger at their
meeting April 10.
Alden is the surviving cor-

nerger agreement provides for
pansion of the Glen Alden
f directors to eighteen mem-
e former Glen Alden directors
List Industries directors.
ll officers of the merged cor-
will include Albert A. List,
s chairman of the board and
nt of List Industries, as pres-
Harry W. Bradbury, president
former Glen Alden, as vice-
nt; Dudley G. Layman, who
ministrative vice-president and
r of List Industries, treasurer;
lliam F. Whitman, former sec-
and general attorney of List
ies, secretary. Additional offi-
ll be elected at a board of
's meeting of the merged cor-
tomorrow.

Not 'Maja'

d Artists' "Some Like It Hot"
ird week at Loew's State has
$58,685 and is holding over
urth week. The DAILY yester-
dvertently said the picture at
te was "The Naked Maja."

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

AFTER 24 years as staff announcer at NBC and one of its busiest, Ed Herlihy has resigned to free-lance. Ed will continue his stint as "Voice of Kraft" with which he's been identified since back in 1948. . . . Patty McCormack as "Peck's Bad Girl" will replace Arthur Godfrey's Tues. Nite (9-9:30) series as of May 5. Wendell Corey and Marsha Hunt also in the cast. . . . When MCA's dynamic Dick Rubin gets to Europe next week, he'll have just six days to look over (and select) 14 TV pilots for the American market. . . . Jan Miner signed to play Eddie Hodges' teacher in the forthcoming "The Wonderful World of Little Julius" which will be CBSeen in the Fall. Scripted by Cy Howard, the program will also feature Sam Levene and Gregory Ratoff. . . . Co-hosts of a new across the board radio-series, "It's Network Time," Frank Blair and Don Russell have formed a firm, On Air, Inc. to produce the series starting Monday (12:05-2:00 P.M.) and will carry news, yarns of human interest, comedy, music and guest stars. The affable Leon Schinasi is secretary-treasurer of On Air, Inc. Fred Weihe will produce the series with Bob Sadoff, talent coordinator. . . . According to Art (KROW) Finley's Almanac, today is the birthday of Harold Mendelson. Who he? He is none other than Hal March.

☆ ☆ ☆

Eddy Manson's nomination for an "Emmy" for his composer-conducting role in the CBSpectacular, "Harvey" is the more remarkable in view of the fact that he used but a five-piece orchestra on the broadcast. . . . CBSolons, who are now faced with a need for temporary replacement for the morning "Arthur Godfrey Show" may tap Sam Levenson to take over the Red-head's morning TV chores. . . . Larry Puck, formerly producer of the "Arthur Godfrey Talent CBScouts" has joined Hunn-Fritz-Henken, Inc. as executive producer. . . . While understudy to Richard Boone in "The Rivalry," Jim Campbell found time to turn in a convincing lead role in a special 3-reeler, produced by Depicto Films for the Medical Division of the U.S. Navy. . . . James Michener's "Adventures in Paradise," hour-long telefilm series produced at the 20th Century-Fox studios under the supervision of Martin Manulis and skedded for the ABChannels in the Fall, will star that studio's Gardner McKay.

Fox Records Releases New Gershwin Album

20th-Fox Records yesterday announced the exclusive world wide release of a new album entitled "George Gershwin at the Piano." It is reportedly the first high fidelity recording ever produced of actual performances by the late American composer.

The material, reproduced mainly from carefully preserved piano rolls recorded by Gershwin in the late '20's and early '30's, was played back on a specially constructed electric reproducing piano and recorded monaurally and stereophonically through the combined technical efforts of 20th Century-Fox and RCA Victor sound engineers.

Globe Distributes AIP

HOLLYWOOD, April 21.—American International Pictures will be distributed in Italy by Globe Films International, it is announced by James H. Nicholson and Samuel Z. Arkoff. Henry Lombroso represented Globe in the negotiations with the AIP executives and William Reich, general manager of the company's export arm.

Williams to UA-TV as Eastern Division Head

Phil Williams will join United Artists Television, Inc., May 1 as Eastern division manager, it was announced yesterday by Bruce Eells, executive vice-president of UA Television.

The appointment of Williams, who resigns as vice-president in charge of syndicated sales for ABC Film Syndication, is described by Eells as "one of a number of major steps toward fulfilling the prediction that we will assemble one of the finest sales organizations in television." The first production to be put into national spot, major regional and local selling, Eells added, will be announced by June 1.

United Artists Television series now in production includes "The Trouble Shooters," which has been sold nationally to Marlboro; "The Dennis O'Keefe Show," "Tales of the Vikings," "Hudson's Bay" and "Miami Undercover." Each series is being filmed as 39 half hours.

Williams came to ABC Film Syndication from Ziv Television, Inc., where he had been Eastern spot sales manager. Prior to that he was with Time, Inc., for 15 years.

'MGM' Name

(Continued from page 1)

the call letters WMGM will not have to be changed for a period of up to three years. This is deemed a suitable period for developing and adopting other call letters "without the loss of good will" and without financial loss on the part of stockholders.

For its part, Loew's, Inc., has agreed that it will not, without prior written approval of the theatre company, seek Federal Communications Commission sanction of use of the call letters WMGM "or any other combination of letters including MGM" for radio use in the N.Y. metropolitan area for a period of three years, commencing from the date that the FCC approves a change in or discontinuance of the present WMGM call letters. This agreement also prohibits Loew's, Inc. from authorizing any outside companies to seek FCC approval of the MGM letters.

Loew's, Inc., recently revealed that it planned to recommend to its stockholders that the company's name be changed to Metro-Goldwyn-Mayer Corp.

To Confer on 'But Not'

George Weltner, Paramount Pictures vice-president in charge of world sales; Jerry Pickman, vice-president and director of advertising-publicity, and Martin S. Davis, assistant director, will fly from New York to San Francisco Friday for a special preview of "But Not for Me," and conferences there with its producers, William Perlberg and George Seaton, and Paramount Studio executives. The picture is scheduled for release in October.

Alfred Engages Jacobs

The Arthur P. Jacobs Co. has been retained as public relations representative for Alfred Productions, the corporation set up to handle the TV, film, theatre, recording and music publishing activities of Alan Jay Lerner and Frederick Loewe.

aircraft: COMET 4! (pure jet!)
flight: MONARCH (de Luxe and First Class only)
frequency: NIGHTLY (leaves New York at 9 p. m.)
destination: LONDON!
BOAC
reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg, Toronto.

"YOU HAVE GIVEN US A GREAT AND TRUE MOTION PICTURE..."

–RICHARD TREGASKIS

Author of the best-seller "Guadalcanal Diary" and noted war correspondent who actually saw it happen on "PORK CHOP HILL".

RICHARD TREGASKIS 1026 BIENVENEDA ISADES, CALIF.

March 20, 1959

Mr. Sy Bartlett
Melville Productions
Hollywood, Calif.

Dear Sy,

PORK CHOP HILL is an epoch-making event, because it captures with fidelity and feeling one of the great moments in our history. It should become a classic in motion pictures. It is a much-needed tribute to the bravery and self-sacrifice of the thousands of men in our wars who gave everything they had—and even a little more—for something bigger than they, something which boiled down to their self-respect and pride as Americans. I have always marvelled at this kind of pride and bravery, coupled as it is with a native wit and good humor. In my career as a war correspondent I have tried to catch in print these wartime qualities, the best and noblest in my countrymen. But you have caught it better, more sharply and more poignantly than I, in PORK CHOP HILL.

You—and Greg Peck, George Shibata, Captain Clemons, Jim Webb, Lewis Milestone and General Slam Marshall have given us a great and true motion picture, one that lays bare the horror of war, and at the same time reveals the underlying steel cable of courage and self-respect which bound our men together in these severest days of trial and challenge.

There have been too many cheap, sleazy films made on the Korean war, made by cheap men schooled in the morality of the burlesque theater and given to nothing more than the quickest way to make a dollar. The men who fought, were wounded and died in Korea deserve far better treatment—and in PORK CHOP HILL at last they have it. As a correspondent who saw Pork Chop Hill at the time of some of the battles there, I can say this is it. You have done a great service to the country in presenting this great film.

Yours sincerely,

Dick

Richard Tregaskis

GREGORY PECK in "PORK CHOP HILL"

with HARRY GUARDINO · RIP TORN · GEORGE PEPPARD · JAMES EDWARDS · BOB STEELE and WOODY STRODE and GEORGE SHIBATA · Screenplay by JAMES R. WEBB

Produced by SY BARTLETT · Directed by LEWIS MILESTONE · A MELVILLE PRODUCTION

THRU UA

40th Anniversary | 1919-1959

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

85, NO. 77 NEW YORK, U.S.A., THURSDAY, APRIL 23, 1959 TEN CENTS

Affected

. Exhibitors 'ganize Vs. lue Laws'

Means of Voiding on Sunday Shows

Special to THE DAILY

RRISBURG, Pa., April 22.— lwork to amend in some way lvania's "blue laws" to permit shows in the state, other than erendum at elections as now d, was laid here yesterday at ing of Pennsylvania exhibitors. her discussion on strategy to re- e state law prohibiting exhibi- motion pictures in theatres on s will be held at a meeting of wly-organized group, tentative- be known as the Pennsylvania Picture Ass'n., planned with- next two weeks, exact date of will be announced later.

pokesman for the group esti- that approximately 100 motion (*Continued on page* 3)

tury to Have Radio ion, Bowling Alley

Century Circuit, which op- theatres in Brooklyn and Long , is presently constructing a an bowling center and recently ed an upstate New York radio , president Leslie R. Schwartz nced yesterday.

bowling center, which will fea- 0 lanes, will be in Huntington, where Century currently op- (*Continued on page* 5)

st Coast Sales ts Set by U.A.

liam J. Heineman, United Art- ice-president in charge of dis- ion, and James R. Velde, gen- ales manager, will hold a series es meetings in the Los Angeles- Francisco area to set distribution ns on UA's forthcoming release *Continued on page* 3)

EVISION TODAY—page 5

Compo's Annual Meeting In N. Y. in Mid-May

The annual meeting of the Council of Motion Picture Organizations will be held here in mid-May, the specific date to be cleared by the Compo triumvirate in a few days.

Reports on financing, planned activities for the year and other matters will be on the agenda for the meeting. Meanwhile, collections and pledges of exhibitors' dues to Compo are reported to be continuing in good volume. The dues, being solicited by film salesmen in all exchange areas, are matched by distribution to provide Compo's financing.

Registered Features in Britain Show Decrease

From THE DAILY Bureau

LONDON, April 22.—While both British and foreign feature film registrations for 1958-59 showed a sharp drop compared with corresponding figures for the previous year, British secondary features and short subjects increased slightly, the Board of Trade reports.

There were 264 foreign features of 6,500 feet or more in length, as (*Continued on page* 6)

New 'Tarzan' Concept Seeks Wider Audience

From THE DAILY Bureau

HOLLYWOOD, April 22. — "Tarzan's Greatest Adventure," which Paramount will release June 15, will offer a new concept of the famous Edgar Rice Burroughs character to interest the adult audience as well as (*Continued on page* 2)

Publicists Ask Walsh Aid in MPAA Parley

From THE DAILY Bureau

HOLLYWOOD, April 22. — The Publicists Association, IATSE Local 818, has petitioned IA president Richard Walsh for personal assistance in concluding its contract negotiations with the Motion Picture Producers Association and the Alliance of Television Film Producers.

The deadlock in the negotiations centers around the sub-contracting clause, with the publicists insisting upon a clause calling for all sub-contracted publicity to be handled by union agencies under the same wage scale and working conditions existing in the studios.

'Chatterley' Case Before High Court in Capital

Special to THE DAILY

ALBANY, N. Y., April 22. — Dr. Charles A. Brind, Jr., Regents counsel; John P. Jehu, of the State Education Department's law division, and Dr. Hugh M. Flick, former director of the motion picture division and present executive assistant to commissioner James E. Allen, Jr., left here by (*Continued on page* 6)

L. Preston, Former N.Y. Exhibitor, Dies in Miami

Special to THE DAILY

MIAMI, April 22.—Lew Preston, 67, retired Interboro Circuit and Fox Metropolitan Playhouses executive, who has been living at North Miami Beach for the past two and one-half years, died here last night at the Mt. Sinai Hospital after a prolonged illness. The body is being flown to (*Continued on page* 3)

MPEA Told Indonesia Release of More '53 Funds Achieves Near-current Basis

Withdrawal from Indonesia of virtually all remaining blocked funds through 1953 was reported to the board of directors of the Motion Picture Export Assn. at its meeting here yesterday.

Conversion of the 1953 funds puts the companies on a virtual current basis in Indonesia, since interim revenues were brought out previously. Only a small balance still remains of the 1953 blocked funds.

Among other matters acted on by the board was the approval of budgets for MPEA's foreign offices, as submitted by the budget committee. No details of the budget were disclosed.

The board also authorized MPEA to continue in business in the Philippines on a gold withdrawal and conversion basis for another six months.

There was some discussion of the troubled Spanish import permit situation but no action was taken.

Allied–TOA

Exhibitors At Odds on B-B Fund Disposal

Cash or Materials? Poll Of Donors May Decide

Theatre Owners of America and Alllied States are in opposite corners over what disposition is to be made of the remnants of the ill-fated, all-industry business-building campaign.

The Allied board at its special meeting in Washington this week voted for the return of exhibitors' contributions to the b-b fund, the money to be pooled and used for local or regional business promotion.

TOA, on the other hand, has proposed that campaign materials, including records made for radio broadcasts, be made available to exhibitors, also for individual, local promotions.

This would entail additional expenditures, those closely associated with the b-b campaign believe, since additional records would have to be made (*Continued on page* 2)

Consolidated Theatres' Profit Shows Gain

Special to THE DAILY

MONTREAL, April 22.—Consolidated Theatres, Ltd., which operates theatres here and in Quebec and St. Hyacinthe, has reported to stockholders that "an improvement in available product" has resulted in a net profit of $110,165 for 1958, as compared with $100,482 for the preceding year.

The company has paid its fixed dividend of 50 cents per share on the class "A" shares and a dividend of 20 cents per share on the class "B."

'Jane' Premiere to Help Renovate Boston Church

The world premiere of Columbia's "It Happened to Jane," set for the Astor Theatre in Boston on May 12, will be held under the auspices of Monsignor George Kerr for the benefit of the St. Francis de Sales Church, (*Continued on page* 6)

PERSONAL MENTION

SAMUEL GOLDWYN and MRS. GOLDWYN tonight will celebrate their 34th wedding anniversary with a quiet dinner at their Hollywood home.

•

B. G. KRANZE, vice-president of Stanley Warner Cinerama, will leave here tomorrow for West Berlin, where on April 28 he will attend the opening of Cinerama at the Capitol Theatre there, operated jointly by UFA and Robin International.

•

MARTIN ROBERTS, director of promotion and sales service for National Telefilm Associates, will leave New York tomorrow for a three-week trip to Paris, Moscow and Cannes.

•

TED HARRIS, of the State Theatre, Hartford, will leave there tomorrow for Louisville.

•

C. W. WALTER, talent agent, has arrived in New York from London via B.O.A.C.

•

CLYDE SAMPLER, Buena Vista office manager in Atlanta, has entered the hospital there for observation.

•

BERNIE SERLIN, of the M-G-M home office publicity department, will return to New York today from Boston.

•

DAN KAHN, of the Columbia Pictures home office exploitation staff, was in Hartford from New York.

•

NOEL COWARD, who recently returned to New York from Cuba, has left here for London.

•

LINDA CHRISTIAN left here yesterday for London via B.O.A.C.

•

SUSAN KOHNER, featured by Universal in "Imitation of Life," left Hollywood yesterday for Dallas and Houston to participate in promotion activities.

•

SY BARTLETT, producer, will arrive in New York on Sunday from Hollywood.

•

SEYMOUR BORDE, assistant to N. P. "RED" JACOBS, president of Favorite Films of California, has returned to San Francisco from Seattle.

•

SHELDON REYNOLDS, producer, is in New York from the Coast, and will leave here shortly for Europe.

Exhibitors at Odds on B-B

(*Continued from page* 1)

and new and additional material prepared.

For this reason it seems apparent that the first question to be resolved will have to be what disposition is to be made of the money contributed. Will those who have contributed authorize additional expenditures out of the cash on hand for the duplication and distribution of campaign materials for local promotions, or will they want their cash refunds, less necessary expenses, as proposed by Allied?

Polling Executive Committee

TOA currently is polling the b-b executive committee members on their attitude toward its proposal. To date, it has received but one response, that from Independent Theatre Owners Ass'n. of N. Y., which favors turning the fund over to the American Congress of Exhibitors for the latter's administrative expenses — exhibitor money for an all-exhibitor organization.

Still to be heard from are—officially —Allied, the Metropolitan Motion Picture Theatres Ass'n., and distribution, represented by Abe Montague, Columbia's executive vice-president and chairman of the Motion Picture Association distribution committee. Montague also is MPAA's representative on the Compo triumvirate.

Many Favored Refunds

A canvass of exhibitors last summer on the question whether those who had contributed wanted cash refunds or preferred to have the money used for a b-b radio campaign brought many replies in favor of refunds. However, their exact proportion to all replies received was not reported.

That refunds could be made conveniently was confirmed yesterday.

Records of all contributions and contributors have been carefully kept and the money deposited in a separate account. It was suggested that Compo could make the refunds, if authorized, as a service without additional cost.

$108,000 in Cash

Exhibitors have frequently used the figure $166,000 in referring to their total contributions to the b-b fund. Actually, cash contributions amount to only $108,000. The balance is in pledges, most of which were contingent on one or more circumstances, and are not regarded as collectible at this time. Expenses of planning the campaign amounted to about $28,000. The exhibitor expectancy is that distributors will share half the cost. Thus, there would be about $122,000 available for refunds, should that be decided upon.

Indications are inquiries may be put to the cash contributors again as to which disposition they prefer—cash refunds as proposed by Allied, or some further outlays for additional campaign materials, which would be entailed under the TOA proposal—both plans being designed to assist exhibitors who wish to do so in putting on local b-b promotions.

Had Planned $2,300,000 Budget

As originally planned over a period of years, the all-industry campaign was to have gotten under way a year ago with a budget of $2,300,000 to be subscribed equally by exhibition and distribution. Exhibition's contributions faltered early and the plan was abandoned recently when distributors would not agree to exhibition's proposal that they match exhibitor contributions and proceed with the radio broadcast phase of the campaign, forgetting about newspaper, public relations, Academy Awards telecast and other phases of the original plan.

D.A.R. Film Awards to 'thumb,' 'Buccaneer'

From THE DAILY Bureau

WASHINGTON, April 22. — The annual film awards of the Daughters of the American Revolution have gone to "tom thumb" as the best children's picture, and "The Buccaneer" as the best adult film of the year.

The awards will be presented tomorrow afternoon, on the fourth day of the D.A.R. convention in Constitution Hall. Orville Crouch, Loew's Eastern Division manager, will receive the citation for M-G-M's "tom thumb" and Herbert Gillis, Paramount's Washington exchange manager, will be given the award for his company's "The Buccaneer."

The afternoon program will also include a speech by George Murphy.

New 'Tarzan' Concept

(*Continued from page* 1)

children, Gordon Scott told the trade press today on his return from portraying the jungle hero on location in East Africa.

Scott reported that the film, which was produced by Sy Weintraub and Harvey Hayutin for Sol Lesser Productions, will point up action, romance and a new Tarzan yell, eliminating Jane and Tarzan's son. Tarzan will prove he has grown up mentally, speaking everyday English.

Filmed in Technicolor for the first time against authentic backgrounds, the production crew of 65 men and equipment was shipped by plane from England's Shepperton Studios, where interiors were shot, to complete the feature.

. . . NEWS ROUNDU

Glen Alden Now on Big B

Glen Alden Corp., whose holders on Tuesday voted a m with List Industries, parent com of RKO Theatres, saw its stock on the New York Stock Exchang the first time here yesterday. It ously had been listed on the A can Stock Exchange. The new ing in Glen Alden's outstandin 558,934 shares of common stock be under the symbol "GA."

Tampa Theatre to Smith

Berk and Krumgold, theatre tors, have closed a long term lea Smith Management Company of ton for the Britton Theatre, in Britton Shopping Plaza, Ta Florida. First attraction at the 1 seater under the Smith manage is "The Sleeping Beauty."

Remodel S. D. Theatre

The Roxy Theatre, Mitchell, is being completely remodeled, new equipment is being install has been disclosed by Nelson L president. A reopening is planne early in July.

Storms Hit Denver Drive-

Severe storms have delayed openings of drive-in theatres in Denver area, where it had planned to start operation on weekend of Good Friday. weather, reported as the worst years, may keep some outdoor tres near here closed for an month.

Re-Title Cagney Film

"The Gallant Hours" has registered as the new title for James Cagney starring vehicle merly titled "The Admiral H Story." Robert Montgomery will duce and direct the initial produ of the Cagney-Montgomery Co United Artists release.

Intermountain House Clos

Fox Intermountain Theatres closed the Egyptian Theatre, L Colo., and is using the idle ma to advertise the fact that the pro is for sale.

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For The BEST SPECIAL TRAILERS
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PEOPLE

mas J. Sullivan, executive vice-ent, secretary and counsel of the al Association of Concession- Chicago, will be included in a of association executives to be ed by the U.S. Chamber of erce at a Leadership Recogni- Dinner in Washington on April he dinner, honoring trade and sional association, business and ber of commerce executives, will ld in the Sheraton-Park Hotel

□

ginia E. Aaron, currently booker he Interboro Circuit here and usly with MGM for many years, een elected president of the s Auxiliary, New York County, War Veterans of the U.S. **Janet** formerly of Eagle Lion and the hur Rank office here, has been historian.

□

ard Keck, former theatre man- at Sandy, Ore., has been ap- d manager of the Liberty Thea- storia, a unit of the J. J. Parker

□

er A. Unger, president of Na- Telefilm Associates, will be speaker at the luncheon meeting Broadcast Advertising Club of go, to be held there today at the on Hotel.

□

. Dorothy Hayward, widow of se Hayward, who wrote the o for the score of George win's "Porgy and Bess," has ar- here for promotional activity in tion with the world premiere **Samuel Goldwyn** production work at the Warner Theatre n June 24.

□

D. Martin, of Martin Theatres, bus, Ga., won the "Fiesta of Flags," feature sport car race nsacola, Fla., with a speed of iles per hour.

□

ie Stautner, co-owner of the la Drive-in, between Saranac and Lake Placid, N. Y., was speaker at the annual dinner for ers of the athletic teams of St. Academy, Rensselaer, N. Y.

□

is W. Orlove, who for 21 years lidwest publicity and promotion er for MGM, has been named similar post for 20th Century- nnouncement was made by **Jack** tz, Fox branch manager in Mil- e.

□

ia Russell, formerly of the re- closed Hal Roach office in De- has joined Allied Artists there, g under booker **Bill Stecker.**

□

Genaro, formerly salesman for Pictures in the Albany, N.Y., and territories, is now working in ame capacity for **Alfred W.** lberg's Citation Films.

REVIEW:

The Young Land

Whitney—Columbia

HOLLYWOOD, April 22

C. V. WHITNEY's dedication to films that have a common denominator, themes that embrace the people and growth of America, champions the cause of good-neighbor policy and tolerance with this treatment of an incident during the early days of lawless California.

"The Young Land" tells in exciting, meaningful terms the problems of a border town immediately following the Mexican War in 1848 when California was acquired by the United States. The hero is a self-appointed sheriff, impressively portrayed by Pat Wayne, who symbolizes the heroism of those who pioneered for law and order in the development of the West.

The film depicts further the difficulty in maintaining the proper courtroom decorum and establishment of fearless jury trials in the West. Most of the action is focused on the trial of a reckless gunman, played by Dennis Hopper, who had goaded a respected Mexican into an obviously one-sided gun duel. Historic significance is attached to the story by John Reese, since it is the first murder trial of an American accused of killing a Mexican; and in the eyes of the Mexicans "American justice is on trial."

Following the jury's verdict of "guilty," Dan O'Herlihy, portraying the federal judge, faces the difficult task of sentencing the criminal, whose henchmen were preparing to save him while a group of Mexican vaqueros were planning to lynch him. O'Herlihy, stating that the laws in California have not been established, sets aside a 20 years to life sentence, but sentences Hopper instead to a life without the privilege of carrying a gun. This infuriates the killer to the point of snatching the gun from deputy marshal Cliff Ketchum's holster and inviting Pat Wayne into a gun duel outside of the barn-styled courtroom.

Wayne kills Hopper in the showdown, and the film ends with his betrothal to Yvonne Craig, daughter of a wealthy Mexican patron of the region.

Good box office results are in the offing for this picture. Pat Wayne's ingratiating manner and handsome physical appearance give strong indication that he is destined to earn a career in pictures comparable to that of his father, John Wayne. Hopper is excellent in his portrayal of a killer with the personality of a scared bravado.

Dimitri Tiomkin and Ned Washington have contributed a good commercial tune, "Strange Are The Ways of Love" to help sell the film via the disc jockey route, and Tiomkin's background score is an impressive symphonic complement to the mood and action of the piece.

Norman Shannon Hall wrote the screenplay, which was directed by Ted Tetzlaff and produced for Whitney by Patrick Ford. Photography is in Technicolor.

Running time, 92 minutes. General classification. Release, in April.

SAMUEL D. BERNS

UA Coast Meetings

(*Continued from page* 1)

schedule. They are expected to arrive in Hollywood today.

Heineman and Velde will confer with UA producers on forthcoming productions now in active preparation. The conferences in the west coast cities will develop distribution campaigns as part of the company's year-long celebraton of its 40th anniversary.

Preston Dies

(*Continued from page* 1)

Kirshenbaum's Funeral Home in Brooklyn. Interment will be at Cypress Hills Cemetery, Friday, April 24. Survivors include his wife, Semeta, and three brothers and four sisters, none of whom are in the motion picture business.

W.B. Selects Players for 'Philadelphians' Tour

Ten young film stars have been selected to participate in the Warner Bros. transcontinental bus tour in behalf of "The Young Philadelphians." The young players include Nick Adams, Peter Brown, Arlene Howell, Will Hutchins, Alan Hale, Jr., Diane Jergens, Roger Moore, Erin O'Brien, Roger Smith and Connie Stevens.

Newspapermen Included

Joining the stars on their 3,475-mile jaunt via Greyhound Scenicruiser will be leading newspaper, magazine, radio and television representatives. The tour, which begins in Hollywood on May 6, will wind up in Philadelphia May 19 in conjunction with the world premiere there of the Paul Newman starring film.

Pa. Exhibitors

(*Continued from page* 1)

picture exhibitors are affected by the Sunday ban, and all who do not now have Sunday shows in their communities will be contacted and invited to enroll in the association.

John G. Broumas, of Takoma Park, Md., operator of the Transamerica Theatres, a chain of 12 theatres, two of which are in Pennsylvania, expressed confidence that "we're on the right track, and some good can certainly come of banding together after fighting alone for so many years to find relief from the Sunday films ban.

'We Want to Stay Alive'

"We want to stay in business," he said. "We want to stay alive, and this is the only way we can survive."

Broumas, who acted as chairman at the organization meeting, pointed out that it has taken close to four years for us to be able to organize."

John W. Keller, Waynesboro attorney, was retained as legal counsel, and John D. Nagy, Jr., Rural Valley, Pa., is serving as treasurer. Also attending the session were:

Drawn from Many Areas

Dave and Lee Raybuck, Tremont; John D. Nagy, Sr., Rural Valley; George C. Wilson, Tyrone; Alex Smith, Souderton; James G. Bell, Grove City; Dan Katlin, Lansdale; Chester DeMarch, Grove City; Harold Kagan, Chambersburg; Harold Cohen, Lewistown, and H. S. Rothernel, Lewistown.

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ntury Plans

(Continued from page 1)

wo theatres. The radio station, ified by call letters, is in er, N.Y.

al executive changes in the ation were also announced by tz. Joseph M. Geoghan, for- head of the real estate and in- department, will devote full the company's diversification n as assistant to Martin H. n, secretary and treasurer. Wickham, formerly Geoghan's t, steps up to head the real nd insurance department.

et Trademark Bill ed by Rockefeller

Special to THE DAILY

ANY, N. Y., April 22—Gover- ckefeller has vetoed two bills ator Hellman, Bronx Demo- nending the penal law, in rela- defacing, removing or obliter- narks of origin from television s, tubes and appliances.

rnor Rockefeller wrote that case," the criminal provision applies to "any electronic de- nd legislative history of the n "demonstrates the quoted were intended to include elec- appliances such as radio and on sets."

the other case," the criminal n already applies to any "ar- merchandise."

efeller observed "both of these s of the penal law have recent- employed by the district at- of Bronx County to convict who fraudulently altered cation marks and marks of on television appliances."

ners to Make New ctive Series for ABC

mond Head," a new film series on the activities of two private ves in the Hawaiian Islands, e produced by Warner Bros. sentation on the ABC-TV Net- it was announced yesterday. hour-long program will be d Wednesdays at 9:00 P.M., g early this fall.

American Chicle Co., Carter ts, and the Whitehall Labora- Division of American Home ts will sponsor "Diamond

netco's Renick Will t, Report on USSR

Special to THE DAILY

AMI, April 22. — Ralph Renick, editor of Wometco's WTVJ, is g a group of prominent local entatives making a trip to Rus- aving here May 7. The group pend two days in Washington heading for Europe to meet Vice-President Nixon and a g by the State Department.

ick plans to make a tape of the n visit and report to the State tment on matters pertaining to and TV.

Television Today

IERT to Discuss Effect Of TV, Radio in Russia

Special to THE DAILY

COLUMBUS, O., April 22.—Radio and television broadcasting in the Soviet Union, as well as in the satellite countries, including its implications for international relations, will be examined by noted industry figures and officials of the U.S. Department of State at the 1959 Institute for Education by Radio and Television to be held here May 6-9, at the Deshler Hilton Hotel.

The forum on broadcasting behind the Iron Curtain will be held at the May 7 evening general session, and will feature as participants: Jerry A. Danzig, vice-president of NBC, for participating programs, New York; Ralph Steetle, executive director of the Joint Council on Educational Television, Washington; Scott Lyon, assistant director of East-West Relations, and John G. Kormann, UNESCO Affairs Staff, both of the State Department.

Has Toured USSR

Danzig was one of four official U.S. representatives who toured Soviet broadcasting installations under a 1958 exchange arrangement. Steetle served as the only western observer at a recent international broadcasting conference held by Iron Curtain countries at Moscow.

The evening international forum will culminate a day of discussions in which the broadcasting conference will be told that educational television stations will outnumber commercial stations in 10 years and that advertisers, as much as educators, legislators and broadcasters, are responsible for gearing television to the upgrading of national culture for the coming intercontinental network struggle for the minds of the peoples of the world.

The institute, expected to bring together 600 to 800 representatives of broadcasting, industry, education and advertising from the United States, Canada and other foreign countries, is sponsored by Ohio State University.

Trevarthen to NBC

William H. Trevarthen has been named director of television network operations for the National Broadcasting Company, it was announced by Robert L. Stone, vice-president, Facilities Operations. Trevarthen, whose appointment becomes effective April 27, will be in charge of NBC studio and theatre operations, maintenance and plant facilities, administration and scheduling of all engineering personnel, and special and sound effects. He will report to Stone. Trevarthen comes to the NBC network from the American Broadcasting Company.

Kenin Sees Nets Unfair To Fine Music Shows

"I find it difficult to describe in a single word or phrase the strange programming policies of the television networks today," declares Herman D. Kenin, president of the American Federation of Musicians, in the current issue of "The International Musician."

Kenin's criticism was an outgrowth of network refusal to sell prime viewing-listening time for "The Voice of Firestone," which, said the association head, "for 31 years has provided a rich feast of fine, live concert music for millions of Americans."

The concern of the AFM, said Kenin, "is not alone for shrinking employment opportunities, but for the future of American music itself, as well as for the other living arts that also get short shrift from the mighty TV medium."

Pointing to the networks' obligation to use the free airways in the interest of all the people, Kenin calls upon the Federal Communications Commission to start "enforcing the terms of the contract," adding that "the viewing public should not be condemned to live by bread (and bullets) alone."

TelePrompTer's Gross, Net Up in '58 Over '57

TelePrompTer Corporation's gross revenues during 1958 were $3,414,499, an increase of 51 per cent over the previous year's volume of $2,264,345, it was reported this week, 1958 net earnings were $41,956, or 12 cents per share, as compared with a net loss of $212,694, or a deficit of 59 cents per share, in 1957.

Irving B. Kahn, chairman and president, explained that all of the company's products and services—equipment lease and sales, network television and film service, and closed circuit television, industrial staging and other developments of the Group Communications Division—contributed importantly to the sales gains recorded in 1958.

NTA Names Brunton

Robert Brunton has been named Director of Operations for NTA's Studio 13, located at 1481 Broadway, it was announced by Robert Goldston, director of administration for NTA Broadcast Division. Studio 13 acts as an auxiliary studio for WNTA-TV and as a primary studio for NTA tape productions. Prior to his new appointment, Brunton was director of production facilities at NBC; production manager for Maurice Evans, and a production manager at CBS for five years.

Who's Where

Warren V. Bush has joined WCBS-TV as a staff producer, it was announced by **Clarence Worden,** assistant to the general manager and director of public affairs. Bush's first assignments will be the Channel 2 programs "Right Now!" and "The Way to Go," replacing producer **Martin Schneider,** who has resigned.

□

M. S. ("Bud") Rukeyser Jr. has been appointed manager, Business and Trade Publicity, effective, April 27, it was announced by **Ellis Moore,** director, press and publicity. He succeeds **Joseph A. Ryan,** who is resigning this week. Rukeyser has been press editor, news and public affairs, heading a three-man unit handling publicity in these areas. He joined NBC in January 1958.

□

Dom Moore has been signed by Screen Gems as story editor in an agreement negotiated by **Fred Briskin,** production executive of Screen Gems and the Gordon Molson Agency. Moore reports to **Harry Ackerman,** vice-president in charge of production for the Columbia Pictures TV subsidiary, on April 27, moving over from McCann-Erickson, where he has been program supervisor.

□

The appointment of **Ralph M. Baruch** to the position of director of international sales for CBS Films, Inc. was announced by **Sam Cook Digges,** CBS Films administrative vice-president. Baruch, whose appointment becomes effective Monday, May 4, is currently a CBS Films account supervisor. In his new position, he will report to Digges.

□

Arthur Harvey has been promoted to ABC director of labor relations for the ABC Western Division effective May 1, it was announced by **James G. Riddell,** ABC vice-president in charge of the Western Division.

Aldrich Director for Fox 'Paradise' Series

From THE DAILY Bureau

HOLLYWOOD, April 22.—Robert Aldrich has been signed to direct the first two segments of James A. Michener's "Adventures in Paradise," forthcoming Martin Manulis production for 20th Century-Fox television.

Executive producer Dominick Dunne will start full production of the action-drama series on May 4, with Gardner McKay starring as the skipper of a commercial schooner which sails the South Seas. Richard Goldstone will produce.

"Adventures in Paradise" will be carried next season over ABC-TV on Mondays, 8:30 to 9:30 P.M., on a 52-week deal.

National Pre-Selling

"COMPULSION," the new 20th-Fox film is featured in the April 13 issue of "Life." It is based on the 1924 case of Leopold and Loeb, two brilliant, wealthy, twisted Chicago youths who murdered a 14-year-old boy just because they wanted to commit a perfect crime.

Orson Welles plays the part of Clarence Darrow, who was the defense lawyer for the two Chicago youths at their trial. According to "Life," Welles, in re-creating Darrow's great moments of eloquence when defending the youths from capital punishment, said "I am pleading for the future—for the time when we can learn by understanding and faith that all life is worth saving and that mercy is the highest attribute of man."

•

"Imitation of Life," starring Lana Turner and Susan Kohner received a laudatory review in the April issue of "McCall's." According to the reviewer Lana Turner, Susan Kohner and Juanita Moore play their parts exceptionally well in this new U.I. film, and believes that "few moments in any movie of recent years have been as skillfully and beautifully understated as the scene in which Mahalia Jackson intones a spiritual at the funeral of Susan's mother."

•

David Niven, who won an "Oscar" for his performance in "Separate Tables" was interviewed by Don Jenkins for the April 11 issue of "T.V. Guide." Niven says, "It's a terrible strain, the six weeks waiting period between Oscar nominations and the actual awards. I had laid down a rule in our house—no one was even to mention it."

•

A pictorial and text article based on a lesson in romance by Clark Gable during the filming of Paramount's "But Not For Me," appeared in the April 12 issue of "This Week." Carroll Baker and Barry Coe play the romantic leads. Clark demonstrates to them the importance of the art of cinematic affection for each other.

•

Carolyn Jones, the refreshing nonconformist star of U.A.'s "A Hole in the Head" is profiled in the April 28 issue of "Look." Her unusual thought processes make her an interesting actress. Since her appearance in "Murjorie Morningstar," her career has skyrocketed. She plays opposite Frank Sinatra in "A Hole in the Head," which is being readied for release.

•

"Green Mansions," the MGM film starring Audrey Hepburn and Anthony Perkins, now playing the Radio City Music Hall, has been selected as the picture of the month for April by "Seventeen."

•

Warren Hall has written an entertaining article on Curt Jurgens who co-stars with Ingrid Bergman in "The Inn of The Sixth Happiness" for the April 12 issue of "American Weekly."

WALTER HAAS

REVIEW:

The Hangman

Paramount

THIS IS ONE of the "adult" westerns which will generally satisfy those who demand nothing more from an evening's entertainment than a cast of popular personalities tossed amidst some actionful, plot developments. Robert Taylor, Fess Parker and Tina Louise are starred, and along with Mickey Shaughnessy, who provides a few moments of slapstick comedy, they will be the Frank Freeman, Jr. production's chief selling point.

The veteran Dudley Nichols contributed the screenplay. In it, Taylor is cast as a deputy U.S. marshal who has a reputation for seeing the objects of his manhunts sent to the gallows. In this particular instance, however, he is not so successful, for outlaw Jack Lord has started a new life and earned the friendship of many solid citizens, including sheriff Parker.

Miss Louise, a young widow destined to a life as a laundress on a lonely cavalry outpost, almost agrees to identify the outlaw, whom she knew in his wilder days, but has a change of heart when she learns of his reform and expected child. Unwittingly, however, the outlaw is betrayed and imprisoned, though freed shortly thereafter by Shaughnessy, who ties a team of horses to the prison bars. In a sudden change of character, brought on apparently by practically everyone's sympathizing with Lord's plight, Taylor lets the outlaw get away and turns in his badge, ready to start a peaceful life of his own in California. Miss Louise, who has opposed the lawman all along, also has a change of heart and goes away with him, despite promise of love and affection from Parker.

Under Michael Curtiz's direction, these events amble along modestly. Of the three leading players, Miss Louise shows to best advantage. Taylor and Parker give competent performances, while Shaughnessy doesn't have much to do.

Running time, 86 minutes. General classification. Release, in June.

WARREN G. HARRIS

Registered Features

(*Continued from page* 1)

against 324 in the preceding year. The number of British films of the same length registered was 84 against 105 in 1957-58. Registrations of British second features were 37, as compared with 33, and shorts, 232 against 229. Foreign second feature and short registrations dropped from 99 to 89 and 256 to 178, respectively.

Of the foreign feature film registrations, American films totalled 186, followed by France with 35 and Italy with nine.

'Imitation' Big at Roxy

"Imitation of Life" will finish its first week at the Roxy Theatre here tonight with a big $90,000, Universal-International, the distributor, predicted yesterday. Due to a typographical error in Tuesday's Motion Picture Daily, the first three days' gross for the Roxy entry was reported at $6,200 whereas it should have been $62,000.

Re-Title 'Orpheus'

"The Fugitive Kind" has been set as the new title for the film version of Tennessee Williams' play "Orpheus Descending." Production of the United Artists release is slated to start by June 1 in New York City.

'Shane' Re-Issue Big

"Shane," which is being re-released by Paramount with new-picture promotional treatment, is doing big business where it has opened in the Southwest, the company reported.

Typical of the high grosses recorded for the reissue of the George Stevens production are: Stuart Theatre, Lincoln, Texas, $5,012 for first three days; State, Albuquerque, N. M., $5,191 for five days; Texas Theatre, San Antonio, $5,600 for four daqs; Casa Linda, Texas, and Circle Theatre, Dallas, $16,115 for five days.

Kingston Drive-in Opens

ALBANY, April 22. — The Sunset Drive-in, at Kingston, recently acquired from the Lamont organization of Albany, was reopened by Walter Reade, Jr., Friday, April 17. Reade had previously relighted the 9-W Drive-in, which he built. Kingston's two conventional theatres, the Community and the Kingston, are also operated by Reade.

The late Harry Lamont constructed the Sunset Drive-in.

Kempe Joins Hacker

Herbert W. Kempe, for the past 25 years with the home office of Warner Brothers most recently as assistant to Jules Lapidus, assistant general sales manager, has accepted an executive post with Samuel Hacker & Co., industry CPA's.

'Chatterle

(*Continued from page* 1)

plane tonight for Washington. T Kingsley International Pictures poration's appeal, from a 4-3 de by the State Court of Appeal year, upholding the Regents' r to license "Lady Chatterley's L is scheduled for argument tom before the high court.

It is believed that the tribuna view the French-made film (bas D. H. Lawrence's novel) before ing Dr. Brind for the Regents Ephraim London, of New Yor Kingsley.

In a 13-page brief filed wit high court, Brind argues "New State can prevent exhibition o tion pictures which depict sce sexual immorality and can p the exhibition of a motion p which presents sexual immoral a desirable pattern of behavior

Three Scenes Deleted

After summarizing the film' story, the brief points out the picture division ordered the d of three scenes.

On appeal, a Regents' rev committee held the three seq "are immoral under sections 122-A (Education Laws), furth the whole theme of the pic immoral, in that the theme p adultery as a desirable and acc pattern of behavior." The full affirmed this determination.

On appeal the case went to pellate division, which annulle animously) the finding. The I then obtained permission to br case to the Court of Appeals.

New York Statute Quote

The brief—prepared by Brin Jehu, Elizabeth M. Eastma George Farrington, of counsel, out that the N. Y. legislature, i overwhelmingly approved, an Thomas E. Dewey signed, th patrick-Brydges bill, which Section 122-A to education la

This set forth the term "in ity" and the phrase "of such ch that its exhibition would tend rupt morals" shall "denote a picture film or part thereof, th inant purpose of which is er pornographic, or which portra of sexual immorality, perver lewdness, or which expressly pliedly presents such acts as able, acceptable or proper pat behavior."

'Jane Premiere'

(*Continued from page* 1

it was announced yesterday b Jackter, Columbia vice-presid general sales manager.

The church, located in an privileged section of Boston. danger of being shuttered year ago because of its dete physical condition. While so ovation has been done, the premiere will help to pay considerable work that still Jackter reported.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

85, NO. 78 NEW YORK, U.S.A., FRIDAY, APRIL 24, 1959 TEN CENTS

e 16

onston Sets penings for hn P. Jones'

Millions Production ed By Industrialists

y WARREN G. HARRIS

n Paul Jones," the $5,300,000 ctacle financed by some of the s leading industrialists, will s world premiere at the Rivoli e here on June 16, producer Bronston announced at a on at the Sherry-Netherland here yesterday. The Warner elease will have regional pre- in Chicago, Los Angeles and gton shortly thereafter. Road gs are not contemplated.

ston said that the production of o hour and seven minute film

(Continued on page 2)

v's Board to Meet tudio Next Week

w's, Inc., board of directors will t the M-G-M studio in Culver ext week.

Wednesday, the directors will en on a tour of the studio by R. Vogel, president, and Sol gel, vice-president in charge of

(Continued on page 3)

ng Land' Premiere old Out in Cody

Special to THE DAILY

OY, Wyo., April 23.—A complete for the world premiere of Co- s "The Young Land" here to- night is reported. Pat Wayne, the C. V. Whitney production, ive here tomorrow with a char-

(Continued on page 3)

VISION TODAY—page 6

High Court Decree On Censors Urged

By J. A. OTTEN

WASHINGTON, April 23. — The Supreme Court was told today that unless it rules clearly on the broad question of prior censorship of motion pictures, there will be many more film censorship cases brought to the court.

The statement was made by attorney Ephraim London, representing

(Continued on page 2)

20th-Fox Holders to Vote On Sale of Coast Studio

Stockholders of 20th Century-Fox will have an opportunity at their annual meeting here next month to express themselves on the proposed sale of the company's Beverly Hills studio property to Webb & Knapp for $55,000,000.

Status of the deal and details of the proposal are included in a letter accompanying the annual report which will be sent to stockholders early next week.

HOLLYWOOD REPORT

By Martin Quigley

HOLLYWOOD—THIS PRODUCTION CENTER of the world may be viewed as both the hope and the despair of the business of motion pictures in this critical year of 1959.

On the hopeful side there is to be observed a quiet and assured attitude of confidence which has replaced an anxiety and uncertainty that had been widespread and deep-rooted in these recent years. Contributing importantly to the changed spirit is the encouraging fact of outstanding performance at the box office of a considerable number of attractions released in recent months. Hollywood characteristically finds it agreeable to dwell on this type of statistic. It makes it easier to banish unpleasant recollections of expensive pictures in which the public showed only slight interest.

Out of the ordeal of readjustment of recent times there has obviously been developed a more business-like character of operation. This is not to say that in the intensely difficult and complex work of producing motion pictures an efficiency expert's ideal is anywhere in view. It is not and it is not likely that it ever will be so. But slowly and surely the news did penetrate Hollywood that the box office dollar had become very difficult to come by and that it was up to production to work harder and better—or else!

Hollywood has responded. In some ways the response has been surprisingly good. In other ways the only change that has come about is that new handicaps, complications and extravagancies have replaced the old.

It is not to be doubted that in Hollywood today there is an amazing concentration of talent and resources for the purpose of producing theatrical entertainment. It is idle to speculate as to whether at any time

(Continued on page 3)

CEA Letter

TOA Hails U.S.-British Amity In Exhibition

United Action Can Solve All Problems: Kerasotes

American and British theatre owners, working together, can solve virtually all their own problems, George G. Kerasotes, president of Theatre Owners of America, yesterday advised the Cinematograph Exhibitors' Association of Great Britain and Ireland.

In a letter to E. J. Hinge, president of the Cinematograph Exhibitors' Association, extending greetings to the CEA on the eve of its annual general conference, Kerasotes hailed the liai-

(Continued on page 6)

TOA Not Opposed to B-B Campaign Refunds

Theatre Owners of America does not consider its position on disposition of the industry business-building contributions to be in conflict with that taken by the Allied States board of directors at its special meeting in Washington last weekend.

Commenting on a story which ap-

(Continued on page 6)

Court Bids AFM Free Welfare Fund Payments

From THE DAILY Bureau

HOLLYWOOD, April 23. — Regarded as a sweeping victory for the rival Musicians Guild of America is a ruling handed down late yesterday by Superior Court Judge Harold Kincaid, whereby approximately $2,000,000, impounded in a trust fund by the American Federation of Musicians, will be released as retroactive wage increases to upward of 7,000 AFM members.

Judge Kincaid appointed the Citi-

(Continued on page 2)

color in every scene Pathé LABORATORIES, INC. NEW YORK AND HOLLYWOOD

CALL PATHE NOW FOR EVERY FILM NEED: IN B&W OR COLOR

Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Opticals • Title Stand Work

PERSONAL MENTION

MAX E. YOUNGSTEIN, United Artists vice-president, is scheduled to return to New York from Europe by plane today.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and his assistant, BERNARD LEVY, have returned to New York following visits to Des Moines and Minneapolis.

•

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, will leave New York for London today via B.O.A.C.

•

CHARLES SIMPSON, vice-president of Capital Releasing Corp. Atlanta, has returned there from Nashville.

•

LANA TURNER will leave Hollywood tomorrow for Denver, where the same night she will be guest of honor at the Colorado Centennial Ball.

•

HERMAN BIERSDORF, newly-appointed Southern district manager for American International Pictures, was in Atlanta from Dallas.

Nathan Golden to Cannes As U.S. Representative

From THE DAILY Bureau

WASHINGTON, April 23. — The United States Government has accepted the invitation of the French Government to participate officially in the Twelfth International Film Festival at Cannes, May 1 to 15, it was announced today.

Nathan D. Golden, director of the Scientific, Motion Picture and Photographic Products Division of the Department of Commerce has been accredited as U.S. delegate to the event. Alternate delegate is John L. Hedges, U.S. Information Agency Branch Public Affairs Officer at Marseille.

Bell & Howell Quarter Net Up, Sales Decline

Special to THE DAILY

CHICAGO, April 23.—Bell & Howell Company had a 67 per cent increase in net earnings with somewhat lower total sales in the first quarter compared with the same period last year, Charles H. Percy, president, told shareholders attending the company's annual meeting here today.

Sales for the first quarter were $10,086,180 compared with $11,113,006 in 1958. Net earnings were $398,834 or 51 cents per share, as compared with $239,080 or 29 cents per share in the first quarter of 1958.

Ask High Court

(*Continued from page 1*)

Kingsley International Pictures Corp., whose "Lady Chatterley's Lover" was banned by the New York State Board of Regents. The board's case was argued today by Charles A. Brind.

Brind maintained that the case is "an educational matter," because the licensing of motion pictures in New York State is under the jurisdiction of the state's education department. "The legislature has now decreed that motion pictures are an educational thing," Brind said, "and has set up standards for showing pictures just as it sets up standards for all the schools in New York State which it licenses."

License Refused Twice

Kingsley brought the case to the high court after the New York State Court of Appeals upheld the Regents's refusal to license the picture.

"If this court would make clear its position on whether or not licensing laws are constitutional," London said, "the lower courts would be guided by that." He told the court that its decisions in other film censorship cases "have created confusion in the lower courts."

In suppressing the motion picture, London declared, the Regents were "suppressing ideas." This is a violation of the Constitution, he continued, because the Constitution guarantees freedom of speech. "The Constitution protects any possible legal objection to the film," he said.

Queried by Justices

There was active questioning from the bench when Brind argued the case for the Regents. Justice Brennan said he didn't see the "relevance" of Brind's argument that film censorship was "an educational matter."

Justice Harlan pointed out that under the Regents' ban, the picture couldn't be shown to anyone, and was not merely being withheld from New York State students.

Justice Brennan wanted to know about censorship of comic books.

Justice Douglas asked whether the book, "Lady Chatterley's Lover" was permitted publication in New York. Brind replied that the legislature had discussed censorship of comic books but had taken no action. Giving the Regents jurisdiction over books and television "has not been dealt with by the legislature," he said.

State's Power Questioned

"Isn't it beyond the state's power to require that pictures be licensed," Justice Frankfurter inquired, "the same as it is beyond the state's power to require that books be licensed?"

Brind told him that the New York courts have passed "again and again on the constitutionality of the necessity of submitting any motion picture for license."

NCCJ Honors Steve Broidy With Brotherhood Award

From THE DAILY Bureau

HOLLYWOOD, April 23. — Steve Broidy, president of Allied Artists, is one of the three community leaders who will receive this year's Brotherhood Award at the 11th annual Brotherhood Testimonial Dinner of the National Conference of Christians and Jews on May 20, at the Beverly Hilton Hotel.

Others are Theodore von der Ahe and Brig. Gen. James Cairns.

Court Bids AFM

(*Continued from page 1*)

zens National Savings and Trust Bank of Los Angeles to act as receiver and determine payments for each musician. Increases, negotiated from recording companies in 1954, were accepted by AFM representatives but were diverted from wage increases into the union's welfare fund. Members were not notified of their representatives' actions until after the fund had received the money, Kincaid pointed out, sustaining plaintiff's attorney Harold Fendler's contention that AFM agents had not bargained in good faith for them.

Federation attorney Henry Kiser said the case will be appealed if necessary to the U.S. Supreme Court.

Minimum Wage Hearing Scheduled for May 5

From THE DAILY Bureau

WASHINGTON, April 23. — The Senate Labor Committee has set May 5 as the opening day for hearings on the Kennedy minimum wage bill. Although the committee did not announce the names of any witnesses, it is expected that several exhibitors will testify in opposition to the bill.

The bill would bring under the minimum wage law any theatre or circuit of theatres whose annual gross sales are more than $500,000 annually. It would also increase to $1.25 an hour the current minimum wage.

Although theatres are not specifically covered under the bill, exhibitor organizations have been concerned about it.

Schwartz Vice-President Of New Glen Alden

Sol A. Schwartz, president of RKO Theatres, Inc., yesterday was elected a vice-president of Glen Alden Corp., along with the operating heads of other divisions of List Industries which has been merged with Glen Alden.

Albert A. List was elected chairman of the board and president of the widely diversified Glen Alden,

'John P. Jor

(*Continued from page 1*)

"proves how many people ha in motion pictures." In this other features he has in the financing was obtained from n turers in the fields of auto photographic equipment, cal machines, chemicals and pha ticals, synthethic rubber, plas steel.

Dealt with Spanish Govern

His next two pictures, "Son and "Lord Nelson," will be p as the result of a $10,000,00 license the producer negotiat the Spanish government, it ported. Bronston explained his this way: Spain needs certai which American manufactu reluctant to supply her becau are unable to take their mone the country. Through his with the American companie ston guarantees Spain the g needs and uses the frozen func production of his pictures. Th ican manufacturers are then p out of the earnings of the in their world-wide release.

Bronston mentioned the n some of his "sponsors." Amo are Laurence Rockefeller, Dana, Jr., James Watriss, R. ant Pierrepont, Jr., Pierre du Ernest Gross and C. D. Jack

Expects Interest Abroa

Questioned whether "Jo Jones" which will have to g 500,000 to break even, wou popular with general audienc ston answered in the affirmativ ing out that "no one has mad spectacle about the sea fo years." The producer felt picture would also arouse dous interest abroad," since not only with American hist also has many foreign back and characters, including Bet as Catherine the Great.

To help bring "John Pau to the widest possible audie film is being promoted thr extensive nation-wide ad publicity and exploitation c The New York premiere, said, will tie-in with the Hen son-Champlain 350th an celebration.

NEW YORK THEA

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DEBORAH ROSSANO MAU
KERR BRAZZI CHEV
In "COUNT YOUR BLESSIN
An M-G-M Picture In CinemaScope And METRO
and GALA NEW STAGE SPECTAC

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Ed Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Clu ington, D. C.; London Bureau, 4 Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor; Correspondent principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, R Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, V dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tim as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

HOLLYWOOD REPORT

continued from page 1

history of the industry there was ever a better or a greater con-
ion of such talent and resources. It is sufficient to say that the
g capacity and potential, if given right leadership and direction,
equal to the vital task of making the product that is basic to the
rity of the industry in all of its branches.

the mention of leadership and direction there instantly appears
ectre that darkens the face of Hollywood. We now come to that
of this report where the bright rays of hope tend to become effaced
dark forebodings of despair. The shocking fact is that with all of
dividual strivings and determinations that have been undertaken
arried on the results as to the over-all operation in Hollywood in
nent and improvement on any firm basis have been meagre. The
s reason for this unhappy condition is feeble and halting leader-
nd direction.

night even be more accurate to say flatly that industry leadership
irection have virtually disappeared in Hollywood. And the results
agic. At the decision-making level there appears to be slight, if
ecognition of the fact that in the nature of the Hollywood opera-
it-throat competition inevitably tends toward mass suicide. Figura-
slashing another's throat may afford a momentary feeling of exulta-
at when one's own turn is next the fruits of victory are exceedingly
And that is just what goes on day by day in Hollywood. The loss
lars—let alone industry integrity—is enormous.

e condition that unhappily prevails is the direct and unavoidable
of the weakening and virtual disappearance of leadership, of the
of responsible executives to be willing to recognize that every
or himself and the devil take the hindmost is an unintelligent and
ul policy. Eventually no one wins, everyone loses.

re are indeed cost factors entering into motion picture production
which little or nothing can be done. But there are far greater cost
s about which a great deal could be done. Failure effectively to
ith these is the source of the greatest economic peril under which
dustry presently labors. Despite the decrease in attendance from
vels the industry continues to enjoy an income that would insure
y operation if production ceased allowing itself to be tapped in
ncreasing amounts by the conspiratorial devices of parasitical ele-
who are fattening scandalously while the industry upon which
rey is on a frugal diet.

ditions in this area are not different than in former days. They are
orse, having become so from neglect of an organized policy and
mance of an intelligent control and direction. The producers' as-
on, created and maintained to deal with the common problems
nting production, is virtually moribund. Even a representative
g attended by executives clothed with authority to make decisions is an exception rather than a rule. About all it seems capable of doing is to put on a ceremonial function in honor of a visiting celebrity.

The impact of the parent organization, the Motion Picture Association, on its own or through the Hollywood subsidiary organization is of slight consequence. Its spokesmen are seldom heard from and even more rarely listened to. They are not recognized as knowing Hollywood or having anything to contribute to the solving of problems of production or bettering the business of making motion pictures.

¶ Under the law of the land collective action is forbidden but this certainly does not mean that Hollywood should leave itself defenseless against a wide variety of assaults and impositions cooked up by schemers who have succeeded in making Hollywood a happy hunting ground. When the question arises as to whether production is being run by the responsible executives, East and West, or an array of maverick agents, lawyers and business managers it is not difficult to see that an exceedingly unhealthy state of affairs exists. Until this question is sanely and correctly answered there is little hope of the restoration of a healthy economic state of affairs in production.

In the course of the random and unorganized efforts to keep expenditures within expectable income there has been much cutting around the fringes of the economic problem, leaving the main part of it to grow and expand. The wholesale dropping of publicists whose cost alongside other factors in production was trivial has already shown up as a folly. Even in the newspapers in Los Angeles the space given to motion pictures has fallen to a lower ebb than at any time since the earliest days of the industry. In an industry based on showmanship it is strange that there should be any acceptance whatsoever of the folly that if pictures are good enough they will automatically sell themselves. No film that good has yet been made.

It is a strange phenomenon that Hollywood which with respect to theatrical motion pictures is wholly dependent upon exhibition and distribution and the allied agencies of each for its revenue should have about it the complexion of great prosperity. Yet those other departments which are no less essential to a sound industry have been reduced to a spartan regime. There is here an economic maladjustment which can only continue at the cost of the health of the industry.

The challenge to responsible management is clear. Too gravely has the industry, especially in Hollywood, suffered from a go-it-alone policy under which the economic community of the industry as a whole has been radically subordinated if not ignored. The concept of an economic community in this business and elsewhere is by no means merely an abstraction or impractical ideal. Rather it is plain common sense, definitely proven to be so by the waste, inefficiency and defenselessness that strews the pathway of any contrary course.

ew's Board

(*Continued from page* 1)

dio. They will also be shown
hours of available footage of
Hur," the company's $15,000,-
oduction scheduled to open at
State here next fall.
Thursday, the board will meet
transaction of regular business
ossibly will take action resum-
gular dividends on the com-
common stock, discontinued
two years ago. The group is
led to return to New York on

on Arrives Sunday

id A. Lipton, Universal Pictures
resident, will arrive in New
from Hollywood Sunday for
office conferences on campaigns
his Earth Is Mine," "Operation
at," "Any Way the Wind Blows"
partacus."

Roger Lewis on Radio Panel on 'Oscar' Awards

Roger H. Lewis, United Artists director of advertising-publicity-exploitation, will appear as a member of a panel at 8 to 8:45 P.M. on Sunday on station WBAI-FM, New York, on the subject "The Academy Awards, an Analysis."

The program is part of a series on films, titled "The Film Art."

Fonda Will Attend 'Warlock' Premiere

Henry Fonda, who stars in 20th Century-Fox's "Warlock," will head a large contingent of entertainment world celebrities attending the charity New York premiere of the film which will be held here Thursday night at the Paramount Theatre. The benefit will be conducted under the auspices of Camp Green Acres of the New York City Mission Society.

'The Young Land'

(*Continued from page* 1)

tered plane load of newspapermen, magazine editors and television and radio people from 11 western states.

Over 350 bookings in the northwest area have been obtained by Columbia for "Young Land" on the strength of the premiere at the 670-seat Cody Theatre. Premiere seats are scaled from $7.50 down.

Mrs. Markert Dies

Mrs. Bertha E. Markert, 80, mother of Russell Markert, Radio City Music Hall producer and founder and director of the Rockettes, died yesterday at the Manhattan Nursing Home. Surviving besides the son is Gladys Markert, a daughter.

Funeral services will be held tomorrow at 10 A.M. at Campbell's Funeral Home, 81st and Madison Ave. Burial will be at Fairview Cemetery, Westfield N. J.

PEOPLE

Spyros P. Skouras, president of 20th Century-Fox, is vice-chairman of the Dinner Committee for the founding of the new Eleanor Roosevelt Institute for Cancer Research, being established at the American Medical Center at Denver. The first annual Founders' Dinner will be held at the Astor Hotel here on May 23.

□

Raymond S. Smith, retired Warner Brothers manager in Albany, N. Y., has added **Donald Hallenbeck's** Indian Ladder Drive-in at New Salem to his buying and booking accounts.

□

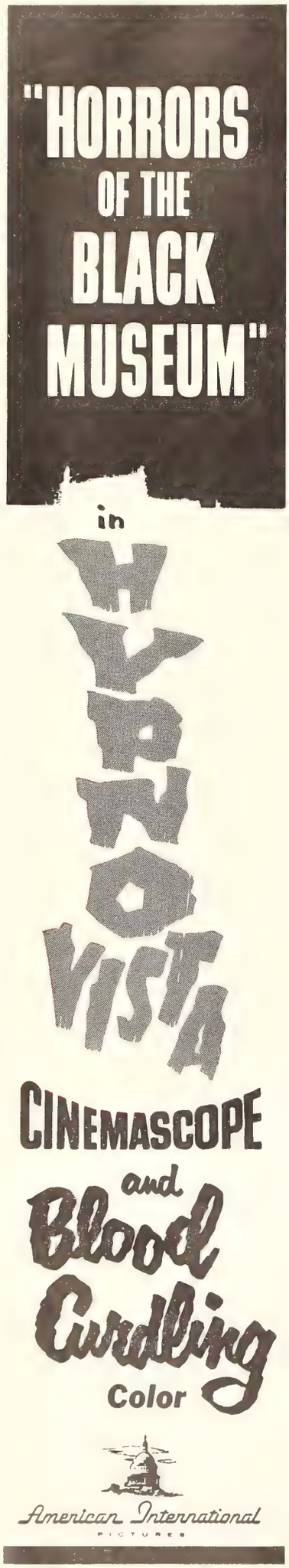
Sam Slotnick plans to close his neighborhood Globe Theatre, Syracuse, and will continue to operate only the Lake Shore Drive-in there.

Your clues to great new entertainment






ERNIE KOVACS
MAUREEN O'HARA
NOEL COWARD
EXPENSE ACCOUNT
RALPH RICHARDSON
JO MORROW
CAROL REED
OUR MAN IN HAVANA
by Graham Greene
Shooting now in Havana!



U.S. and U.K.

(*Continued from page 1*)

son that has existed for many years between TOA and CEA, and expressing the American exhibitor's optimism about the future, said he trusts it is shared by his counterpart in Britain.

"Our association, over the many years with our fellow-theatre owners and operators in CEA," Kerasotes wrote, "has been so mutually beneficial — for the problems of motion picture theatres in your country are in so many respects akin to those in our nation — that we want to share with you the problems, the struggles and, the rewards, that we know lie in the future for all of us.

"Our liaison has been invaluable; it is something, I am sure, both our organizations and our memberships want to encourage and to nurture.

Common Problems Cited

"We all know the lack of product, the acute sellers' market, the competition from television, the increasing selectivity of theatre audiences, the need for technological improvements which once again establish the movies as a prime source of entertainment, are all problems common to the exhibitor of both our countries.

"We know that we share with you the feeling, as veteran showmen who have devoted their lives and their fortunes to our wonderful business, that united and working toward common aims, we have, within ourselves, the means of effecting our own salvation. This path lies through our trade associations, which must continue mutually strong, so that we can best achieve this bright future."

"We, in the United States, are optimistic about this future. We trust that you share in that optimism," Kerasotes concluded.

TOA Not Opposed

(*Continued from page 1*)

peared in MOTION PICTURE DAILY yesterday which stated that proposals for disposition of the funds put the two national exhibitor organizations "in opposite corners," a TOA spokesman yesterday said, "TOA's proposal is not in conflict with Allied's — it simply goes one step farther."

The spokesman explained that TOA, like Allied, is in favor of refunding the $108,000 cash on hand to the contributors but is awaiting the outcome of a vote on this by the b-b executive committee. In addition, TOA advocates that the best of the proposed business-building campaign materials be salvaged and made available to exhibitors at cost for use in local or regional promotional campaigns.

In this connection, TOA hopes that exhibitors receiving refunds will use them to purchase campaign material for that purpose, if the material can be provided.

The Allied board in voting in favor of refunds to campaign contributors specified that thereafter it would recommend that such funds be "pooled locally for promotion endeavor."

Television Today

Met. B'dcasting Profit, Gross Up Sharply

Metropolitan Broadcasting Corp. yesterday reported net income of $932,348, equal to 60 cents a share, for 1958. The company earned $243,460, or 16 cents per share, in 1957.

John W. Kluge, chairman of the board and president, who early this year acquired Paramount Pictures' 22 per cent interest in Metropolitan, noted that the 1958 net income is subject to special write-offs during the year of $630,313 as a result of talent contract cancellations at radio station WNEW.

He also reported that the company has remaining a tax loss carry-forward of approximately $900,000 after applying $300,000 in 1958. "We expect to apply ($900,000) against this year's profitable operation," Kluge informs stockholders.

Metropolitan's gross revenues last year amounted to $14,427,752, compared to $10,293,587 in 1957. The company operates WNEW AM and FM and WNEW-TV in New York; WTTG in Washington, and WHK, Cleveland.

The company's annual meeting to be held in New York May 11 will vote on the following nominees for the board of directors: Lloyd M. Bauman, Richard D. Buckley, Armand G. Erpf, Thomas T. Goldsmith, Jr., Robert C. Jones, Kluge, Warren H. Lasher, J. Lincoln Morris and Percy M. Stewart.

NTA's Unger Believes Pay-TV Inevitable

Special to THE DAILY

CHICAGO, April 23. — The future of television in the United States may well hinge upon the possibility of the co-existence of both the present concept of telecasting and pay TV, Oliver A. Unger, president of National Telefilm Associates, told members of the Advertising Club of Chicago at the Sheraton Hotel here today.

Discussing the depletion of feature films from the vaults of Hollywood studios, Unger said that the time is rapidly approaching when telecasters will "need to program more and more of the on-the-air time of our own resources." When that time comes, he said, "a crisis" will arrive. "The answer to that crisis will probably be some form of pay TV."

"The American public," the NTA president commented, "will have to decide for itself whether it is prepared to pay for the kind of entertainment it wants and which advertising budgets simply cannot afford." Unger said that "whether Congressmen will try to create artifical problems that will impede pay TV's arrival or whether various pressure groups speaking for the theatre exhibitors who fear the coming of toll TV as much as some people in the broadcasting industry fear it, make the least bit of difference tually."

FCC Would Ame Option-Time Ru

From THE DAILY Bureau

WASHINGTON, April 23. - Federal Communications Comm today announced proposals to r its present rules on option time i vision network broadcasting, and for comments. The Justice Depa has declared that option time tices as they now exist are in vi of the anti-trust laws.

The commission's proposals in a reduction of the number of daily which a station may opti network programs and a broa of a station's right to accept or network programs so that it m free to substitute for a networ gram "a program of greater lo national importance."

Program-Rejection Provide

The FCC also proposed to gi tions the right to reject networ grams already contracted for a as network programs offered.

"The proposed changes are de to improve the competitive posi other groups affected by option the FCC said, "and the freed program selection of a station its affiliation contract, while ma ing the essential features of the practice which the commissio held to be reasonably necessary successful conduct of network tions and in the public interest."

The commission asked that ments be filed on or before June

Levenson Will Repl Godfrey Next Week

"The Sam Levenson Show" the substitute program for the week daytime "Arthur Godfrey on the CBS Television Network, tive Wednesday, April 29.

The new program will be re scheduled Mondays - thru - F 10:30 to 11:00 a.m., EDT. F two-day interim when Levenso be unable to appear due to a pr commitment, Jack Sterling wil stitute. This will be on April 2 28.

NTA's Ads Honore

The advertising department tional Telefilm Associates h ceived three awards for typog cal excellence from the Type tors Club of New York.

The first award was for an Program Sales ad for the "U. S shal" TV series. The second w a trade ad for the company's N vani TV series. The third c honored the "NTA on the Air" head used for promotional m



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You obtain more light and save money with the new "National" "Suprex" 7 mm x 14 inch projector carbon. It's up to 20% slower burning.

An extra reel per carbon provided by the new "Suprex" 7mm carbon adds up to notable savings in the projection booth. This is made possible because National Carbon Company is constantly working to keep carbon arc projection the best buy in your theatre.

Year after year, new and improved "National" projector carbons have provided more for your carbon dollar than ever before. Brighter light and slower burning rates.

Newest addition to the "Suprex" carbon family is the 7mm x 14 inch positive carbon, operating in the 40-55 ampere range.

Your "National" projector carbon representative can show you how our carbon arc research pays off in quality and savings. He is at your service at all times.

*If now maintaining recommended minimum stub length of 1.6" to 1.75".

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My sincere thanks to the members of the Academy of Television Arts and Sciences who, for the second consecutive year, have honored me with a nomination for Best Single Performance by an Actor.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

85, NO. 79 NEW YORK, U.S.A., MONDAY, APRIL 27, 1959 TEN CENTS

5

t Exhibitor opposition to age Measure

awski, Floersheimer, don to Carry Burden

From THE DAILY Bureau

SHINGTON, April 26.—Three ses will carry the major burden e industry's case against the dy minimum wage bill when enate Labor Committee opens gs on the bill starting May 5. Julian Brylawski, chairman of egislative committeee of the e Owners of America, and a vice-president, will appear, as l Floersheimer, executive di-

(*Continued on page 2*)

th Pacific' Gross I.K. Over $2 Million

21 engagements in the United om, "South Pacific" has earned ess of $2,000,000, Albert Leon- oreign sales manager of Magna e Corp., reported at the week- The figure was termed "an all- ox-office record" for the British

Todd-AO musical opened at

(*Continued on page 4*)

walberg to Install ton Lodge Officers

Special to THE DAILY

STON, April 26.—Alfred W. lberg will conduct the installa- f new officers of the Boston a Lodge of B'nai B'rith on May he Sidney Hill Country Club, n, Mass. The function will be form of a dinner dance, with e Roberts as toastmaster.

cers to be installed are Carl an, president; Emanuel Young- first vice-president; William s, second vice-president; Ed- W. Lider, third vice-president; Katz, treasurer; and Melvin secretary.

VISION TODAY — p. 18

TOA Puts Drive for Better Projection In Motion with Service Questionnaire

Members of the Council for the Improvement of Theatres and Motion Picture Projection are being asked today to review the questionnaire which will be sent to all American Theatre owners in the initial move by the Council to provide theatre men with technical inspection and training service for the improvement of their presentation of motion pictures.

The New York office of Theatre Owners of America disclosed that it had sent drafts of the questionnaire

(*Continued on page 3*)

Colo. Legislature Ends; Daylight Time Bills Die

Special to THE DAILY

DENVER, April 26. — The Colorado State Legislature adjourned here today without taking action on a proposal for daylight saving time.

Bills proposing daylight saving time had been introduced in both houses with neither measure being able to get out of committee.

French Film Industry Concerned Over Trends

Special to THE DAILY

PARIS, April 23 (By Air Mail).—The film industry here is discouraged by recent statistics that show, while there was a three per cent general increase in 1958 in expenditures on culture and entertainment, that cinema-attendance dropped 10 per cent.

Another alarming factor is that while French consumption in general increased by 12.5 per cent because of rising prices, the film industry's profits

(*Continued on page 4*)

Awards Telecast A Success, Lewis Says

The recent Academy Awards telecast was a "huge success" as a "rallying point for the entire industry," Roger H. Lewis, United Artists' national director of advertising, publicity and exploitation, declared as a panelist in a discussion of the annual

(*Continued on page 4*)

RKO Theatres New York Managers Transferred

A realignment of RKO Theatre managers was announced at the weekend. Affected by changes are: Nicola Constabile, transferred from the Alhambra to Royal, replacing the late Richard Reynolds; William Dug-

(*Continued on page 4*)

Soviet to Pick New York Theatre This Week As Showcase for Its Cinerama-Type Film

From THE DAILY Bureau

WASHINGTON, April 26.—Soviet officials are expected to decide early this week on a theatre to house their Cinerama-type film, "Wide Is My World," for showing in New York City.

The picture is part of the U.S.S.R. exhibit opening late in June at the Coliseum, which has no facilities for exhibiting the film. The State Department agreed to assist the Russians in finding a suitable New York house.

A State Department official said over the weekend that the Soviet officials had looked at "six or eight" theatres in midtown Manhattan which might be suitable for their hour-and-a-half long, color film. He said he thought the group had narrowed the field and would announce a choice either tomorrow or early in the week. The Soviet government will pay the cost of converting the theatre so that Cinerama type equipment can be used. It will also pay to convert the theatre back to its original state after the run of the film, if the theatre owner wishes it. In addition the U.S.S.R. will pay rent to the theatre owner for the use of the house.

The search for a suitable theatre has been conducted by N. M. Danilov, U.S.S.R. Deputy Minister of Culture. He has been assisted by motion picture expert Prof. E. M. Golldovskyy and E. A. Ivanyan, chief of the American section of the U.S.S.R.'s Ministry of Culture.

25% Increase

AB-PT Net for First Quarter $2,300,000

Goldenson Says TV Makes Biggest Gain; Theatres Off

American Broadcasting-Paramount Theatres will report earnings in excess of $2,300,000 for the first quarter of the current year which represents a 25 per cent increase over the $1,854,000 earned in the corresponding 1958 quarter, Leonard Goldenson, president, disclosed at the weekend.

Biggest factor in the improved earnings, Goldenson said, is the gains being made by ABC-TV. Gross time billing for the first quarted showed an 18 per cent improvement over the corresponding period last year. The rate of TV network sales for the new season is well ahead of preceding years.

AB-PT's theatre operations for the

(*Continued on page 2*)

Says Censorship Backers Generally 'Uninformed'

Special to THE DAILY

BALTIMORE, April 26. — Film censorship movements are generally "spearheaded by the uninformed and the uninquiring without coercion," Margaret G. Twyman, director of community relations of the Motion Picture Association of America, told the State Conference of the Maryland Library Association here Friday at a luncheon at the Sheraton-Belvedere Hotel. Her subject was "The Freedom of Inquiry."

"Sadly enough, the motivations of

(*Continued on page 3*)

Bachman Heads MGM's European Productions

From THE DAILY Bureau

HOLLYWOOD, April 26. — Larry Bachman has been signed to a five-year contract by MGM as head of its European productions.

Bachman, formerly head of Paramount production, London, a post which he took over following the

(*Continued on page 4*)

PERSONAL MENTION

WILLIAM BARNETT, president of William Barnett Forwarders, left here yesterday by plane for Europe.

•

MILTON R. RACKMIL, president of Universal Pictures, returned to New York on Friday from the Coast.

•

CHARLES SCHLAIFER, president of Charles Schlaifer & Co., has returned to New York from Philadelphia, where he spoke before the joint session of the American Psychoanalytic Association and the American Psychiatric Association, holding their annual meetings there.

•

SAMUEL J. BRISKIN, vice-president of Columbia Pictures in charge of studio operations, is due here from the Coast today.

•

MRS. BRUCE GLASSMAN has given birth in Boston to a girl. Father is co-owner of the Lowell Drive-in Theatre, Lowell, Mass.

•

DR. TYRONE GUTHRIE, British producer-director, is scheduled to arrive here from London today via B.O.A.C.

•

MILLIE PERKINS, star of George Stevens' "The Diary of Anne Frank," will leave New York early next month for a personal appearance tour of Europe on behalf of the film.

•

R. J. "HAP" BARNES, president of Capital Releasing Corp., Atlanta, has returned there from Nashville.

•

HARRY ALAN TOWER, British television producer has arrived in New York from London via B.O.A.C.

•

HERMAN COHEN, producer of "Horrors of the Black Museum" for American International Pictures, left Hollywood at the weekend for New York, Boston, Chicago and Detroit.



AB-PT's Net

(*Continued from page* 1)

first quarter were not up to the corresponding period last year, Goldenson reported. He explained that fiscal 1958 included 53 weeks, the additional one being the seasonally good New Year's week, which added materially to the first quarter a year ago. He noted, too, that the company's theatre operations improved during the past several weeks.

Reports Record-Company Progress

Improved results also are being shown, he reported, by the ABC radio division and the record company.

While optimistic about the year as a whole, Goldenson noted that the first and third quarters are the best for theatres and that TV experiences a lull during the summer months, thus first quarter results cannot automatically be projected into future periods.

Shift, N.Y. to Atlanta, Sought in 'Trust' Suit

Special to THE DAILY

CHATTANOOGA, Tenn., April 26. —Change of venue from the New York Federal Court to the Federal District Court of Atlanta is being sought by the film companies which are defendants in a $3,000,000 anti-trust action filed by Independent Theatres of Chattanooga, operators of eight houses here.

The motion for the shift has been filed on the grounds that records in the case are more readily available in the Southern area. Defendants are American Broadcasting - Paramount Theatres, Loew's, Warners, 20th Century-Fox, Paramount and Citation Films.

Junior C of C's to Aid 'Philadelphians' Tour

The National Junior Chamber of Commerce has notified its members to give complete cooperation to the Warner Bros. transcontinental bus tour in behalf of "The Young Philadelphians."

Junior Chamber activities in each city visited by the touring young stars, who leave Hollywood May 6, will include participation in welcoming parades, civic festivities, and, in some instances, the selection of honorary hosts.

Einfeld to Europe

Charles Einfeld, 20th Century-Fox vice-president, is scheduled to leave here for Europe this week on a combined business and vacation trip. Besides setting opening campaigns for "Anne Frank," he will attend the Cannes Film Festival. He will be away about four weeks.

. . . NEWS ROUNDUP

Griffith Films' Rights Sold

The sale of rights to the old silent films produced by the late David Wark Griffith to Killian Shows, Inc. of New York for $21,000 was approved in Los Angeles last week by Judge Kenneth Chantry, acting on a petition filed by the law firm of Wright, Wright, Goldwater and Wright. Proceeds of the 37 films will be distributed among the heirs to the Griffith estate.

■

Plan New Indiana Drive-in

Plans are being made for the construction of a new drive-in theatre at East Gary, Ind., to be operated by Duneland Associates, Inc., of East Chicago, Ind. It is expected that bids will be advertised about May 1.

□

Asthma Benefit Set for 'Met'

Judy Garland has been signed to appear at the Metropolitan Opera House here in a series of benefit performances for the Children's Asthma Research Institute and Hospital at Denver. The appearances are scheduled from Monday, May 11, through Saturday, May 16. Max Youngstein, vice-president of United Artists, is honorary chairman of the C.A.R.I.H.

■

"Li'l Abner" to Be Film

"Li'l Abner," Broadway musical comedy, will be produced as a motion picture this summer at Paramount by Norman Panama and Melvin Frank, who wrote and produced the stage show. Shooting at the studio is scheduled to start on June 15, with Panama producing and Frank directing from their original screen play.

■

'Some Like It Hot' in Frisco

The gala invitational Northern California premiere of United Artists' "Some Like It Hot" was held last week in San Francisco at the United Artists Theatre, which has been completely refurbished at a cost of $250,000. The film was shown following a mile-long parade up Market Street in which a contingent of Hollywood stars participated.

■

Bailey Closes Princess

Bailey Theatres, Atlanta, has closed its Princess Theatre, La Grange, Ga., which had been in operation for the past 20 years.

Wage Meas

(*Continued from page*

rector of TOA, and Frank of the New England unit States. In addition, exhibit other parts of the country pected to testify briefly.

Proponents of the bill will appear during the early day hearing, with opponents sche testify later. Observers exp there will be a total of two weeks of hearings extending period of four or five weeks. would cover all individual th chains of theatres doing a gross business of $500,000 It also raises to $1.25 an current minimum wage. theatres are not specifically by the bill many exhibitors the Labor Department woul them under the proposed l if it is enacted.

American Seating Outlook Improvin

James M. VerMeulen, pre American Seating Company, at the weekend that both vol profit for the current year v pare favorably with 1958, loss of $24,943 during the firs of 1959.

Incoming orders, according Meulen, are running ahead o received during the same 1958. It was pointed out company's first quarter vol always accounted for only per cent of the year's total, w 50 per cent of annual shipn made during the summer m

To Film 'Ransom

William A. Harper, head o Productions, Inc., has annou purchase of film rights to t "Angel's Ransom" by David author of "To Catch A Thief. plans to put the picture into tion on location in Monaco part of this year.

Shooting 'Waltz'

"Anniversary Waltz," a Ur ists release starring David N Mitzi Gaynor, goes before eras here today. Joseph Fi produce the comedy at Movietone Studios and at va cations throughout New Yor

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a in Audience As As on Screen

Special to THE DAILY

HVILLE, Tenn., April 26. — e you were quietly notified by hat an escaped convict, a life and rated very dangerous, was ator in your theatre? That hap- here this week to Ben Garrett, r of Crescent Circuit's Para- Theatre. A newspaper photog- saw and recognized Jack H. as he entered the Paramount. t turning on the house lights escaped convict be tipped off, were able to take Turner with- struggle, seated 20 rows for- The picture showing: "Good r a Hanging." Turner is back prison. Garrett is still on the

TOA Asks Better Projection

(*Continued from page* 1)

to council members for their review and suggestions. The questionnaire is designed to enable theatre men to check off the type of technical service they would like so that TOA, with the cooperation of equipment and service dealers throughout the country, can arrange to have technicians visit the theatres.

Pledge from Kerasotes

George G. Kerasotes, president of TOA, said that as soon as the questionnaire is approved, and as soon as the Theatre Equipment Dealers Association provides TOA with a list of dealers in the field who will cooperate in the program, the questionnaire will be mailed out to theatre men and the program officially launched. Kerasotes said he hoped that this could be accomplished within 30 days.

The Council was organized on April 16 at a meeting called by TOA in New York and attended by representatives of TOA, TESMA, TEDA, SMPTE, the IATSE, National Carbon Company, Lorraine Carbon Company, Altec Service Company and R. C. A. Service Company.

All agreed at that time to constitute themselves as the Council and to conduct the educational and training program as the Council's first objective. Need for the educational work was motivated by a report of the Motion Picture Research Council, which in a two-year study, found sub-par projection in 70 per cent of some 700 theatres inspected.

nsorship

(*Continued from page* 1)

of the citizen protagonists of hip are sincere," Mrs. Twy- id, "so the worst we might bout the majority would be ey are misled and unable to ith the deeper implications of hole problem." Mrs. Twyman out that she was appalled this, and that she was "awak- o my own need to be more and active when such shal- nking is expressed even in my world of personal friends."

it shocking that so many of ple fail to see the hidden dan- each enacted censorship law," wyman added. "The very foun- of our freedom for which ncestors fought and died are by this reluctance to defend ht to a free and responsible n all forms," she pointed out. has a dictatorship existed did not first, in its rise to pow- pose censorship laws on the

Closes Two Deals New England Area

ard Ruff, of Edward Ruff Film tes, late last week closed with Horner, of Union Films, a deal tribution in the New England y of "Love Is My Profession," igitte Bardot feature.

he same time, Ruff completed ibution deal with Janus Films, the New England territory, of s and Sinners," starring Curt which will open shortly in ork and Boston.

oo' Title Changed

final title of "Magoo's Arabian will be "Thousand and One Nights," it has been an- d by UPA Pictures, which is ing the full-length Technicolor feature for distribution Columbia Pictures.

U.A. Records Release in 'Shake Hands' Campaign

As part of United Artists' national promotion campaign for "Shake Hands With The Devil," United Artists Records will release an LP album from the sound track of the Pennebaker production in May backed by an intensive grass-roots promotion campaign.

The promotion includes dealer displays, window and counter posters and heavy disk jockey plays on local and network radio stations. UA fieldmen will coordinate with music and record outlets to spark campaigns in advance of key regional openings scheduled for June.

Greenberger, Cleveland Theatre Man, Is Dead

Special to THE DAILY

CLEVELAND, April 26.—Leonard Greenberger, manager of the suburban Fairmount Theatre and son of Community Circuit executive Henry Greenberger, died of a cerebral hemorrhage at Mt. Sinai Hospital here.

Greenberger was a member of the board of directors of the Cleveland Motion Picture Exhibitors Association, and also belonged to the local Variety Club. Beside his parents, he is survived by his wife, Frances, and two children.

U.A. Records Signs Ives

Burl Ives, who just won an Academy Award as best supporting actor of the year, has been signed to an exclusive recording contract by United Artists Records, it was announced at the weekend by Max Youngstein, president. The folk singer will cut his first UA album next month.

Alexander Duguid, 45

TORONTO, April 26. — Alexander William Duguid, 45, died in Toronto Western Hospital following a heart attack. He had been manager of several houses for Twentieth Century Theatres before leaving the company three months ago because of illness.

Film Study on Increase In Catholic Schools

From THE DAILY Bureau

WASHINGTON, April 26. — Making Hollywood motion pictures a part of Catholic education is catching on in a number of schools from Rome to Chicago, the National Catholic Welfare Conference reported here.

In Chicago last week, more than 100 Catholic educators from seven states met to discuss ways of establishing film education programs, while in Rome, American seminarians are participating in their fourth annual film forum. The future priests view films critically and learn problems of production.

Cincinnati Active

In Cincinnati, Msgr. Carl J. Ryan, superintendent of archdiocesan schools, has pioneered a film evaluation project for the last 12 years. Four movies a year are shown in area high schools, followed by critical group discussions.

Msgr. Ryan recently voiced the basic concern that "too often, Hollywood movies are at least partially in conflict with the Christian way of life. The more subtle process of undermining moral standards is apt to be undetected and hence gradually accepted," he explained.

Oklahoma Theatre Remodels for 'Jammer'

Special to THE DAILY

OKLAHOMA CITY, April 26.—The first-run Harber Theatre here has been closed for remodeling, and will re-open completely equipped for Cinemiracle and Todd-AO on May 29. Upon re-opening, the house will be known as the Cooper Theatre, in honor of the Cooper Foundation which operates it, and will contain 583 instead of 1,203 seats.

Operating on a reserved-seat policy, the new theatre will open with "Windjammer," according to an announcement by Kenneth E. Anderson, general manager of the Cooper Foundation.

PEOPLE

George Duning, composer, has been signed by Columbia Pictures in Hollywood to a new exclusive two-year contract. The deal calls for the scoring of pictures as well as for work with Colpix Records, Columbia subsidiary, and Columbia-owned music-publishing firms.

□

George Murphy, vice-president of Desilu Productions in charge of public affairs, has been appointed by **President Eisenhower** to serve on the advisory committee of the National Cultural Center, which will be erected in Washington, D. C.

□

Lillian C. Claughton, Florida circuit owner, was termed "A Charming Lady of Finance" and "Miami's Number One Career Girl" in a special feature article in a recent Sunday edition of the "Miami Daily News," which related her many accomplishments in the civic, business and social worlds.

□

Prichard Hopkins, of the Warner Brothers office in Atlanta, has been named president of Local F-49, office workers union in that area. **Pete Howell,** of Allied Artists, has been elected vice-president.

□

William Guss, MGM branch manager in Montreal, was elected president of the Montreal Film Board at its recent annual meeting, which also saw the complete slate of 1958 officers reelected by acclamation. Vice-president is **Romeo Goudreau; J. Robert Johnson** is honorary secretary, with **Moira Casey** as recording secretary.

□

Myron C. McLeod, of Powell River, president of the British Columbia Exhibitors Association, has also been elected president of the Vancouver branch of the Canadian Picture Pioneers, succeeding **Ivan Ackery,** manager of the Orpheum Theatre, Vancouver.

Davis to Para. Studio; Weltner, Pickman Here

Martin S. Davis, Paramount's assistant director of advertising-publicity, will arrive in Hollywood today from New York, via San Francisco, for several days of advertising-publicity meetings at the studio. He will be accompanied by George Richardson, Lennen & Newell Agency advertising account executive, and Roy Winkler, agency art director.

Davis and the agency executives spent the weekend in San Francisco where they attended a special preview of "But Not for Me." Also at the screening were George Weltner, Paramount vice-president in charge of world sales, and Jerry Pickman, vice-president and director of advertising-publicity. Weltner and Pickman are due to return to New York today.

National Pre-Selling

FOR a few fleeting moments Marilyn Monroe helps you forget the pressures of present day living as she mischievously peers off the April 20 issue of "Life." The alluring cover leads into a pictorial story of Marilyn's new film "Some Like It Hot." In this article Billy Wilder, the director, shows Marilyn how to walk along a station platform. But "Life's" photo illustrates that Marilyn adds a little something of her own as she strolls down the platform.

•

A Kapralik caricature of James Stewart and Lee Remick, stars of Otto Preminger's "Anatomy of a Murder," will appear on the front cover of "Pictorial Review's" June 7 issue. "Porgy and Bess," directed by Otto Preminger for Samuel Goldwyn, will be released on June 24.

•

George Stevens's "The Diary of Anne Frank" has been selected as the picture of the month for May by "Seventeen."

•

"Go, Johnny, Go!" the Hal Roach teen-age musical starring Jimmy Clanton and Alan Freed is being exploited by the promotional departments of eight records companies. The cast of this film is made up of 10 record stars. More than a million records of five of the film's stars have been sold. All the printed promotional material and the lithographs have been created for "Go, Johnny, Go!" by the Ben Adler Advertising Service.

•

"Some Like It Hot," starring Marilyn Monroe, receives a laudatory review by Ruth Harbert in the May issue of "Good Housekeeping." She says "If you enjoy a laugh, a deep down guffaw, this farce should provide it. Set in Chicago in the roaring Twenties, it has all the exaggerated excitement of the era."

•

"Darby O'Gill and the Little People," the new Walt Disney film, will have the promotional aid of a Sunday Color Comic series which begins on May 3. These Disney comics will be seen in 55 principal cities reaching a readership of 40 million.

•

Ingrid Bergman is quoted in the April 20 issue of "Look" as saying "I don't believe in anger, hate, or revenge. They are such exhausting emotions."

•

The front cover of "Argosy's" May issue and a six-page cover story is devoted to "John Paul Jones," the Warner film produced by Samuel Bronston.

•

In the May issue of "Esquire," Kingsley Amis reviews "He Who Must Die," "The Mistress," "Embezzled Heaven," and "Tempest."

WALTER HAAS

REVIEW:

Face of a Fugitive

Morningside Prod.—Columbia

TWO WELL-STAGED action sequences—one placed at the beginning, the other at the end—are the best things about "Face of a Fugitive," an otherwise modest and somewhat placid western film.

The picture begins with a bang as a convicted bank robber being taken to jail by train in the company of a marshal makes a sudden escape. The criminal is aided by his brother who shoots the marshal in the process and is also wounded himself. The two outlaws then try to get aboard a fast-moving freight train to make good their escape, and director Paul Wendkos builds up quite a suspenseful scene in depicting the way they do it.

At the end there is also some real excitement in a gun duel that takes place in a unique setting—the bar room of a ghost town. The hero has three opponents in this battle, each of which dies gorily in the dusty, cobweb-covered saloon. Wendkos spins this episode out with skillful technique.

In between these two highpoints of violence, screenplay writers David T. Chantler and Daniel B. Ullman have told a story about a fugitive from the law who comes to a western town and turns over a new leaf, aligning himself with the forces of good against a villainous rancher who has fenced in public land. The fugitive makes friends with all the townspeople, falls in love with an attractive widow, and finally routs the rancher and his cohorts by himself.

This is a twice-told tale, obviously, but it is well acted by Fred MacMurray as the fugitive, Alan Baxter as the rancher, and Lin McCarthy as the sheriff. Dorothy Green is the widow, and Myrna Fahey the girl friend of the sheriff.

A Morningside Production for Columbia release, "Face of a Fugitive" was produced by Charles H. Schneer. Photography is in Eastman Color. Running time, 81 minutes. General classification. Release, in May.

RICHARD GERTNER

Bachman Named

(*Continued from page* 1)

death of Richard Mealand, is currently in Hollywood for talks with Sol C. Siegel, studio chief, regarding pictures to be made abroad.

The first film to go, starting next month, will be David Rose's production, "House of Seven Hawks," starring Robert Taylor and directed by Richard Thorpe.

Artists' Tax Easement Is Sought in India

Special to THE DAILY

BOMBAY, April 20 (By Air Mail). —Representatives of the Indian Motion Picture Producers Association, testifying before the Direct Taxation Inquiry Committee here, have pleaded for a new tax scale for creative artists, similar to the one in Japan.

J. B. Roongta, IMPPA president, also urged amendment of the income tax authority's practice of disallowing traveling and conveyance expenses, entertainment expenses and general charges, even though properly vouchered.

It was suggested that, up to an annual income of 30,000 rupees ($6,225), 25 per cent should be allowed for expenses, excluding depreciation on motor cars; between 30,001 rupees and 65,000 rupees ($13,487.50) 35 per cent; and 65,000 rupees and upwards, 50 per cent.

International Film Week Is Planned in Holland

Special to THE DAILY

AMSTERDAM, April 22 (By Air Mail).—An International Filmweek will be organized in Arnhem, Holland, June 19 through 24. It will be conducted in cooperation with the yearly Holland Festival committee and the Dutch trade organization, the Nederlandse Bioscoop Bond.

Motion pictures will be shown in the Rembrandt Theatre, with the program including features as well as documentaries, educational and scientific short subjects. A number of performances will be given outdoors. This is the third such filmweek in Holland. The first, also in Arnhem, was in 1955, and the second, at the Hague, in 1957.

U.K. Circuits Return to Sunday-Monday Change

From THE DAILY Bureau

LONDON, April 26. — After a two months experiment with a Friday program change, the major circuit houses in four suburban situations are to revert, next month, to the customary change on a Sunday or Monday.

The chosen areas were Hounslow (ABC, CMA, Granada), Staines (ABC, CMA), Romford (ABC, CMA) and Woking (ABC, CMA). In all four, results and reactions have been closely studied but, it is stated, no factors of real significance have emerged.

'Oscar' Sho

(*Continued from page* 1)

event on WBAI-FM here last

Lewis pointed out that the sive front-page newspaper and zine coverage given the Award sentation was immeasureable in of orienting the public tow greater awareness of outstandin tion pictures being offered. H dicted that the publicity and ment attending the Oscar cere would reflect handsomely at t boxoffices throughout the count

Feels Goal Achieved

"We are most pleased with t sults of the show," Lewis said. goal was to reach the broades sible audience and make then scious of the film entertainment able to them all over the world very large extent, we feel we succeeded."

The WBAI program, carried 8 to 8:45 P.M. yesterday, wa of series titled "The Film conducted by Gideon Bachman tor of Cinemages Magazine.

French Film Indust

(*Continued from page* 1)

went up only eight per cent. further emphasized by the fa the price of cinema seats rose per cent, as against a rise o 12.5 per cent for the general statistic.

A breakdown of amusement try figures show that the gramophones and records in by 15 per cent in 1958, the television sets by 25 per cen demand for books and periodi mained static. It has also been ed that TV has now reached eight per cent of France's ho about 1,000,000 viewers. The n of new TV sets sold in 1958 ex 300,000.

'South Pacific'

(*Continued from page* 1)

the Dominion Theatre, Lon year ago, followed a week later opening at the Gaumont, Man Now starting their second year two engagements have netted rental of $500,000 and $300,0 spectively, according to L who estimates that the secon run of these two situations wil a film rental to Magna o $1,250,000.

Leonard said further that Pacific" is doing "phenomenal ness in Denmark, France, Ven Australia and New Zealand, a

RKO Managers

(*Continued from page* 1)

gan, from the Hamilton to t hambra.

Also, Warren Rodenbach fr Marble Hill to Hamilton; and Mann from assistant manager Castle Hill to manager of the Hill. All theatres are in th York metropolitan area.

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DEAR SPYROS: I AM SORRY I CANNOT DELIVER THIS MESSAGE ABOUT OUR PRODUCT AND PLANS FOR THE ENTIRE YEAR TO THE SALES FORCE PERSONALLY. BUT INSTEAD OF MAKING SPEECHES I AM MAKING PICTURES--BOTH SPEECHES AND PICTURES ARE NECESSARY IN OUR BUSINESS, BUT I BELIEVE MY TALENT IS FOR THE LATTER. NEVERTHELESS, I WOULD APPRECIATE IT IF YOU WILL DELIVER THIS MESSAGE TO YOUR GREAT SALES ORGANIZATION AND EXHIBITORS BECAUSE I WOULD LIKE TO SHARE WITH THEM AS WELL AS WITH YOU THE GREAT NEWS ABOUT WHAT THE STUDIO DEFINITELY CAN AND WILL DELIVER IN THE NEXT TWELVE MONTHS.

I WILL NOT DWELL ON SUCH CURRENT RELEASES AS "THE INN OF THE SIXTH HAPPINESS", "RALLY ROUND THE FLAG BOYS", "COMPULSION", "THE SOUND AND THE FURY", AND "WARLOCK".

LIKEWISE NO FURTHER COMMENT IS NECESSARY ON GEORGE STEVENS' PRODUCTION OF "THE DIARY OF ANNE FRANK" WHICH IS HAILED TODAY AS ONE OF THE GREATEST MOTION PICTURES OF ALL TIME.

WE ARE WORKING AROUND THE CLOCK TO CONTINUE THE GREAT STANDARD SET BY THESE PRODUCTIONS.

YOU WILL SOON HAVE A POWERFUL DRAMATIC ACTION PICTURE IN WOMAN OBSESSED STARRING SUSAN HAYWARD AND STEPHEN BOYD OF BEN HUR. THIS PICTURE WILL REACH YOU FOLLOWING MISS HAYWARD'S TRIUMPH IN I WANT TO LIVE WHICH WON HER NOT ONLY THE NEW YORK CRITICS AND FOREIGN PRESS AWARDS BUT ALSO THE ACADEMY OSCAR.

WE HAVE JUST FINISHED SHOOTING ONE OF THE GREATEST ENTERTAINMENT

Class of Service
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM
W. P. MARSHALL, PRES. 1201

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

NA034 PD HOLLYWOOD CALIF APRIL 20 1959

SPYROS SKOURAS 20TH CENTURY-FOX NYK

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WE HAVE JUST FINISHED SHOOTING ONE OF THE GREATEST ENTERTAINMENT PACKAGES FOR RELEASE ON DECORATION DAY. I AM REFERRING TO SAY ONE FOR ME, A TREMENDOUS ATTRACTION STARRING BING CROSBY, DEBBIE REYNOLDS AND ROBERT WAGNER, PRODUCED AND DIRECTED BY FRANK TASHLIN.

IN JUNE YOU WILL HAVE THE STAR OF THE ACADEMY AWARD WINNING PICTURE GIGI, LESLIE CARON, AND THE UNFORGETTABLE STAR OF MISTER ROBERTS, HENRY FONDA, IN NUNNALLY JOHNSON'S GLAMOROUS PRODUCTION OF THE MAN WHO UNDERSTOOD WOMEN.

ANOTHER BIG SUMMER ATTRACTION IS HOLIDAY FOR LOVERS WITH CLIFTON WEBB, JANE WYMAN, PAUL HENREID, GARY CROSBY, JILL ST. JOHN, CAROL LYNLEY AND JOSE GRECO AND HIS DANCE GROUP. THIS FILM SET AGAINST A SOUTH AMERICAN LOCALE WILL HAVE THEATREGOERS DOING THE CHA CHA CHA IN THE AISLES.

THIS SUMMER YOU WILL ALSO HAVE THE BIGGEST SPECIAL RELEASE OF ANY COMPANY--MY PRODUCTION OF RODGERS AND HAMMERSTEIN'S SOUTH PACIFIC, DIRECTED BY JOSHUA LOGAN. YOU HAVE SELECTED THE IDEAL TIME TO LAUNCH IT AND I AM SURE IT WILL BRING MILLIONS OF NEW CUSTOMERS TO THE MOTION PICTURE THEATRES.

ANOTHER IMPORTANT ATTRACTION FOR EVERY TYPE OF PATRON DURING THE SUMMER MONTHS IS THE BROADWAY HIT THAT NOBODY BELIEVED COULD BE FILMED, BLUE DENIM PRODUCED BY CHARLES BRACKETT, DIRECTED BY PHILIP DUNNE, WITH A NUMBER OF OUR YOUNG STARS, INCLUDING CAROL LYNLEY AND BRANDON DE WILDE, AND MACDONALD CAREY AND MARSHA HUNT. I HOPE EXHIBITORS WILL GET BEHIND HER AS THEY CAN ESTABLISH ANOTHER GREAT PERSONALITY FOR THEMSELVES IN THIS LYNLEY GIRL. I PREDICT THIS WILL BE ONE OF THE MOST TALKED ABOUT PICTURES OF THE YEAR. IT IS NOW SHOOTING WITH A SCRIPT THAT SIZZLES.

STILL ANOTHER SUMMER ATTRACTION IS A PRIVATE'S AFFAIR, A COMEDY THAT LIVES UP TO ITS TITLE AND IS ESPECIALLY AIMED AT THE VACATION TEENAGE TRADE. CHRISTINE CARERE, SAL MINEO, GARY CROSBY AND BARRY COE STAR.

EARLY FALL WILL BRING YOU A BIG OUTDOOR SUBJECT WITH A CAST HEADED BY JOHN WAYNE AND BEARING THE TIMELY TITLE THE ALASKANS.

ALSO IN SEPTEMBER YOU WILL HAVE ONE OF THE FILM CLASSICS OF ALL TIME--THE BLUE ANGEL, PRODUCED BY JACK CUMMINGS AND DIRECTED BY EDWARD DMYTRYK, STARRING THE SENSATIONAL TEAM OF MAY BRITT AND CURT JURGENS. MAY BRITT WILL COME THROUGH AS ANOTHER BIG NEW STAR OF TOMORROW.

ANOTHER AUTUMN RELEASE WILL BE JERRY WALD'S PRODUCTION OF THE BEST-SELLING NOVEL THE BEST OF EVERYTHING WHICH HAS EVERY EXPECTATION OF BECOMING ANOTHER PEYTON PLACE. HERE AGAIN OUR RISING YOUNG PERSONALITIES INCLUDING SUZY PARKER AND ROBERT EVANS, AND ALSO MARGARET LEIGHTON, WILL BE CAST IN EXCITING ROLES AND YOU WILL HAVE AN ATTRACTION THAT WILL REACH VAST AUDIENCES. JEAN NEGULESCO, WHO GAVE US THREE COINS, DIRECTS.

STILL ANOTHER FALL RELEASE WILL BE STAGE DOOR WHICH WILL DELIGHT ANOTHER GENERATION OF THEATREGOERS. THIS WILL BE PRODUCED BY JACK CUMMINGS. WE ARE GIVING STARRING ROLES TO HOPE LANGE, BRADFORD DILLMAN, LEE REMICK, AND OF COURSE TO BARRIE CHASE, WHO IS THE YOUNG LADY WHO CAUSED A SENSATION IN THE FRED ASTAIRE TV SPECTACULAR.

I HAVE BEEN GIVING YOU THE RELEASES FOR THE NEXT FEW MONTHS. DURING THIS SAME PERIOD MANY OTHER SUBJECTS ARE GOING ON THE STAGES TO FOLLOW IN RELEASE THE PICTURES I HAVE JUST MENTIONED. THESE SUBJECTS NOW GOING INTO PRODUCTION REPRESENT THE MOST SENSATIONAL PROGRAM THIS COMPANY HAS EVER PUT INTO WORK.

WESTERN UNION TELEGRAM

FOR EXAMPLE YOU WILL HAVE THE ELIA KAZAN PRODUCTION OF TIME AND TIDE.

WALTER WANGER WILL GIVE YOU CLEOPATRA. A MOMENTOUS SPECTACLE WHICH WILL REPRESENT A TREMENDOUS PRODUCTION INVESTMENT.

F. SCOTT FITZGERALD'S MOST CONTROVERSIAL NOVEL, TENDER IS THE NIGHT, A WORLD FAMOUS SUBJECT, WILL BE BROUGHT TO THE SCREEN BY DAVID SELZNICK.

CHARLES BRACKETT IS PRODUCING GUSTAVE FLAUBERT'S SALAMMBO, ANOTHER LAVISH SPECTACLE FILLED WITH ACTION AND SEX. MR. BRACKETT WILL ALSO PRODUCE JULES VERNE'S JOURNEY TO THE CENTER OF THE EARTH, STARRING PAT BOONE, TO BE MADE ON A SCALE OF AROUND THE WORLD IN 80 DAYS.

A GREAT COMEDY O MISTRESS MINE WILL BE DEBORAH KERR'S NEXT PICTURE FOR OUR COMPANY.

THE FAMOUS PLAYWRIGHT CLIFFORD ODETS HAS WRITTEN THE STORY ON PAGE ONE, A TREMENDOUS MELODRAMA STARRING SUSAN HAYWARD.

FOR NEARLY A YEAR THE KING MUST DIE HAS BEEN ON BEST-SELLER LISTS EVERYWHERE. SAM ENGEL WILL PRODUCE THE MOTION PICTURE VERSION OF THIS EXCITING STORY. ALSO ON SAM ENGEL'S PRODUCTION SCHEDULE TO START SHOOTING SHORTLY IS THE GREAT BIBLICAL DRAMA TITLED THE SONG OF RUTH.

COLE PORTER'S CAN-CAN WILL GO BEFORE THE CAMERAS IN TODD-AO.

TWO IMPORTANT BEST-SELLERS WILL ALSO GO BEFORE THE CAMERAS THIS SUMMER- JOHN O'HARA'S CONTROVERSIAL BEST SELLER, FROM THE TERRACE, TO BE PRODUCED AND DIRECTED BY MARK ROBSON AND SHEILAH GRAHAM'S GREAT LOVE STORY BELOVED INFIDEL TO BE PRODUCED BY JERRY WALD.

FURTHERMORE THE AUTHOR OF SOUTH PACIFIC, JAMES MICHENER, HAS GIVEN US THE JUNGLE, WHICH IS ALSO SCHEDULED FOR PRODUCTION THIS FALL.

NORMAN KRASNA, FAMOUS FOR SCREEN COMEDIES, HAS WRITTEN THE BILLIONAIRE, A HILARIOUS STORY TO BE PRODUCED BY JERRY WALD.

AND TO TOP IT OFF THE AUTHOR OF BELVEDERE HAS WRITTEN BACHELOR'S BABY. DICK POWELL WILL DIRECT AND PRODUCE THIS SUMMER STARRING BING CROSBY.

ONE OF THE GREAT CLASSICS OF ALL TIME IS SONS AND LOVERS, A TITLE THAT WILL EXCITE MILLIONS. THIS PICTURE IS SCHEDULED FOR PRODUCTION THIS SUMMER.

TO BE PRODUCED BY JOHN BRABOURNE IS SINK THE BISMARCK, AN EXCITING SEA STORY THAT CHANGED HISTORY.

FOR FALL PRODUCTION WILL BE DARRYL F. ZANUCK'S REQUIEM FOR A NUN, A SHOCKER IN THE ZANUCK TRADITION.

I PREDICT THAT THE TITLE BIG RIVER, BIG MAN WILL BE AS WELL KNOWN TO YOU NEXT FALL WHEN THE BOOK IS PUBLISHED AS ANY OF THE TITLES I HAVE JUST MENTIONED. BY THAT TIME IT WILL BE IN PRODUCTION AS A MOTION PICTURE TO CAPITALIZE ON THE SUCCESS OF THE BOOK.

I COULD STOP HERE AND STATE UNEQUIVOCALLY THAT NO COMPANY CAN BOAST THIS NUMBER OF SUBJECTS TO BE PRODUCED WITHIN THE NEXT TWELVE MONTHS. THIS COMPANY BELIEVES IN TOMORROW HOWEVER. WE ARE PLANNING FAR BEYOND THE NEXT TWELVE MONTHS AND ON A BLOCKBUSTER BASIS. FOR EXAMPLE I HAVE ALREADY BEGUN PREPARATION TO PRODUCE PERSONALLY THE GREATEST CLASSIC OF THE CIVIL WAR, STEPHEN VINCENT BENET'S JOHN BROWN'S BODY. AS YOU KNOW THE CIVIL WAR WILL HAVE A TREMENDOUS REVIVAL IN PUBLIC INTEREST THROUGHOUT THE WORLD NEXT YEAR ON THE OCCASION OF ITS 100TH ANNIVERSARY.

FINALLY, WHAT COULD BE MORE EXCITING THAN GEORGE STEVENS' PRODUCTION OF THE GREATEST STORY EVER TOLD, IN TODD AO, WHICH MIGHT WELL BECOME THE GREATEST PICTURE EVER MADE AND ON WHICH MR. STEVENS WILL COMMENCE PREPARATION IMMEDIATELY.

YOU HAVE HEARD A LINEUP WHICH SOUNDS MORE LIKE A DREAM THAN A REALITY BUT I ASSURE YOU IT IS MORE A REALITY THAN A DREAM. INTO THESE PRODUCTIONS WE ARE POURING ALL OUR RESOURCES--MATERIAL, PHYSICAL AND CREATIVE.

THIS MIGHT BE THE APPROPRIATE TIME, SPYROS, TO LET THE BOYS IN THE FIELD KNOW THE WONDERFUL JOB THE STUDIO IS DOING IN INTRODUCING NEW PERSONALITIES. TO ME THIS IS ONE OF THE MOST IMPORTANT OBJECTIVES OUR COMPANY HAS, AND WAYS AND MEANS SHOULD BE FOUND TO SEE THAT ALL OUR EXCHANGES AND PERSONNEL ARE CONSCIOUS OF THESE NEW PERSONALITIES.

I WANT TO THANK ALL MY ASSOCIATES IN THE SALES ORGANIZATION AND THE EXHIBITORS OF THE WORLD. AND TO YOU, SPYROS, I PLEDGE, ON BEHALF OF THE STUDIO TEAM, CONTINUED DEDICATION TO THE TASK OF CREATING GREAT BOXOFFICE ATTRACTIONS.

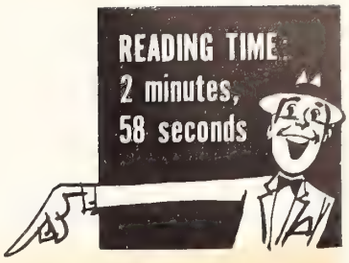
MY VERY BEST

BUDDY

s message from Buddy Adler is of such great importance
I want to share it with all of my exhibitor friends.

Spyros P. Skouras

SPYROS P. SKOURAS
PRESIDENT, 20th CENTURY-FOX



EXHIBITORS APPLAUD *MOTION PICTURE HERALD's*

in letters to MARTIN QUIGLEY, JR., Editor

¶ *Made A Great Contribution*

MAY I VOICE my congratulations for a very important job, exceedingly well done. In these days of critically reduced product, it becomes increasingly important that every picture be pre-sold for maximum box office revenue. I feel the Conferences have made a great contribution to the industry by enabling the advertising-publicity-exploitation men of exhibition to see even a small portion of forthcoming product, so they may be better prepared to merchandise it when it reaches their situations.

I am equally delighted to learn that you are considering running Conferences next Fall, so theatre men can see late Fall and early Winter product. This service can mean many extra dollars in box office receipts for production-distribution as well as exhibition, by providing the time and the knowledge to properly pre-sell pictures at the theatres. I assure you of TOA's continued support in urging its members to participate in future sessions.

GEORGE G. KERASOTES, *Theatre Owners of America*

¶ *Enthusiastic for Continuation*

I AM VERY HAPPY that I brought five zone managers to your Merchandising Conferences, because not only was our thinking stimulated, but the vigorous selling campaigns, which the distributors showed us, established renewed faith in our industry and the people in it. For those men who never before had an opportunity to witness the thoughts, the effort and the work that distribution puts into a campaign, this was indeed a revelation as well as an education. I know that many managers feel that the boys in New York sit in ivory towers and let the agencies do the originating. I know that by seeing the roughs, the visuals and the press proofs, they now realize that a campaign is not put together by magic, or in a matter of minutes or even days. I think this inspires all of us to give greater thought to the execution of the campaigns that are prepared for the exhibitors.

I feel that some of the distributors also were greatly helped by getting the opinions from the field before their campaigns were finally formulated. Some of the pictures that we saw are certainly excellent productions, but by no means box office naturals. They require "hard sell," and I think many of the opinions expressed from the floor were very beneficial an added to the basic ingredients.

Finally, I discussed, immediately upon my return to the o fice, the enthusiasm that I have for the continuation of yo Merchandising Conferences and the suggestion that I mac in New York about developing an incentive plan for our ma agers, whereby at least one man out of each zone would h sent to New York as an award in a summer showmanship co test. This is actually going to be put into work. We plan c taking the product which we have just seen and using an ov all exploitation contest on these pictures, with the manage putting on the best campaigns and getting the most resu being awarded a trip to your merchandising meetings. Th of course, will be in addition to again bringing in our zo managers.

SEYMOUR L. MORRIS, *Schine Circuit, Gloversville, N.*

¶ *A Splendid Seminar*

NOW THAT THINGS have quieted down a bit, I want to c gratulate you on your splendid second advertising semin I am confident that everyone got a great deal out of it.

ERNEST EMERLING, *Loew's Theatres, New Y*

¶ *Wonderful Technique for Ideas*

IT WAS OF GREAT VALUE to have attended the MOTION PICT HERALD Merchandising Meetings. This is a wonderful te nique for producing ideas. Furthermore, these meetings ar remarkably clear exposition of the intellectual process wh underlies the formulation of new and creative approaches the problems of the exhibitors.

It would be wrong to suggest that any man, who has pro his own remarkable gifts of imagination, could fully trans them by a "technique." There is an elusive quality in t creative individual which defies analysis and imitation, there are techniques and modes of procedure which can learned and transmitted through these Herald meetings. O again, my sincere thanks, and I hope the next Herald con ences are not far off.

CHARLES T. FELLEMAN
Walter Reade Theatres, Oakhurst, N

The Editors of **Motion Picture Herald** *are deeply grateful to* **Columbia Pictures, Loew's, Paramount Pictures, 20th Century-Fox, United Artists, Universal-International and Warner Bros.,** *for their enthusiastic participation in the series of Merchandising Conferences conducted April 8, 9 and 10.*

¶ *Enjoyed Them and Profited*

JUST A NOTE to say thanks again to you and MOTION PICT HERALD for the wonderful hospitality you showed to us at Merchandising Conferences. I can't tell you how much I enjoyed and profited by these sessions. I am really loo forward to being with you again in the Fall.

M. R. RAPPAPORT, *RF Theatres, Balti*

cond Series of MERCHANDISING CONFERENCES

Meetings a Wonderful Idea

BEHALF OF EVERYONE here at Randforce, Sam Rinzler and ish to express our very deep appreciation to you and all of distributors who participated in the HERALD Merchandis- Conferences. Apart from the pleasure derived in meeting friends from various parts of the country and discussing mon industry problems during the luncheons and din- s, we feel that everyone present, in some measure, contrib- d suggestions for expanding and improving the advertising l exploitation campaigns for each of the pictures shown. t goes without saying, therefore, that the results of the etings can only be mutually beneficial to exhibitors and tributors alike. If advance knowledge of the contents of h film will enable the circuits to have better campaigns in h of their theatres, and if the film company publicity staffs l make more and better material available to the theatres, inevitable consequence of all this activity will be increased sses at the box office and increased revenue to distributors. We do not think it an exaggeration to say that everyone we ke to felt that these meetings are a wonderful idea—some- ng which should continue on a permanent basis, and there- e, once again we extend to each of the film companies, as ll as to you and your associates, our thanks for a most dif- lt task accomplished in a thoroughly workmanlike and ef- ent manner.

EMANUEL FRISCH, *Randforce Theatres, Brooklyn, N. Y.*

Conferences Really Worthwhile

NGRATULATIONS on your handling and organizing of the TION PICTURE HERALD Merchandising Conferences. I per- ally, and on behalf of my company, feel that these confer- es are really worthwhile from many standpoints: It gives ibitors a chance to meet each other and discuss the handl- of their mutual problems; it gives exhibitors a chance to et distributors, and each has an equal opportunity of pre- ting his side of the story.

particularly liked the way that the various film companies e us the opportunity to discuss their ad campaigns, before y are finalized. I think they appreciated our comments and t many suggestions from the floor will actually be used. eenings were of great value as advance information on thcoming product, and now everyone has an opportunity set up long-range plans on promotion of these pictures.

S. LEONARD, *The Odeon Theatres (Canada) Ltd., Toronto*

A Wonderful Opportunity

ANT TO TAKE this opportunity to thank you for giving me privilege of attending your Merchandising Conferences. eally enjoyed every minute of them and felt that I came ay with a greater wealth of knowledge of the motion pic- ture business. I feel that these conferences aid greatly both the exhibitor and the distributor, and help bring about a greater cooperation between the two, which is so needed today.

Everyone here at Neighborhood Theatres joins me in congratulating you and your magazine for this wonderful opportunity which you have given exhibitors and distributors alike. I am sure that you will have continued success in this endeavor.

SAM BENDHEIM, III
Neighborhood Group of Theatres, Richmond, Va.

¶ All Present Benefited

ONCE AGAIN, thank you for the opportunity of sitting in on the MOTION PICTURE HERALD Merchandising Conferences. I want you to know that after each session I came back to RKO with a pad full of notes, and I'm sure there was not an exhibitor or distributor present who did not benefit.

BLANCHE LIVINGSTON, *RKO Theatres, New York*

¶ Wonderful and Exciting

IT WAS WONDERFUL and exciting to attend the recent seminar on advertising. I am sure that I but echo the sentiments of all who were present, that these advertising clinics are the most progressive steps initiated in the industry in recent years and that they will, in a great measure, be responsible for returning the motion picture and the motion picture theatre to its rightful place in the communities of the country.

EVERETT C. CALLOW, *Stanley Warner, Philadelphia*

¶ Got a Lot Out of Them

WE AT SHEA'S feel that your Merchandising Conferences were a good sounding board for new ideas in promotion. The people gathered seemed to have enthusiasm and were mindful of their obligations, i.e., to sell motion pictures. The advertising sessions after the screening were stimulating affairs, and our people got a lot out of them.

RAY E. SMITH, *Jamestown Amusement Co., New York*

A third series of Merchandising Conferences for exhibitors and circuit advertising directors, with previews of forthcoming outstanding product and discussions of their exploitation, will be conducted in New York, under the sponsorship of Motion Picture Herald, early next Autumn.

IN OUR VIEW

Television Today

TELEVISION, almost by its very nature, and certainly by virtue of its inherent capacity, faces constantly a difficult problem, which recently was rather well phrased by Robert W. Sarnoff, NBC chairman, before the NAB convention. Mr. Sarnoff posed the problem in the form of a question, thus: How does it happen that an industry that has done so much for public service can nevertheless be under so much fire?

The speaker went on to make the point that, in his opinion, the answer lies in one of television's special problems, one confronting no other entertainment medium in the country. "It stems from the basic, extraordinary fact that private broadcasting in America must be two things at the same time." First, said Mr. Sarnoff, television is a mass medium which must serve the masses, and secondary, it must also serve the needs of minority groups. And the speaker at this point attributed that contention, not to himself, but to his "distinguished" colleague, William S. Paley, chairman of the board of CBS, who, said Mr. Sarnoff, made the statement some dozen years ago before the NAB. Mr. Sarnoff simply substituted the word "television" where Mr. Paley had used the word "radio" back in 1946.

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As a matter of fact, this writer would venture the observation that television today finds its basic problem in the fact that it must be necessity be all things to all people, and therein lies the difficulty. It is impossible, manifestly, for any medium to serve so many masters at one and the same time, and serve them all well, at all times. As the popular song had it some while back: "Something's got to give."

The important point is that efforts must be made constantly to see to it that too much does not give in any one direction at one time. Mr. Paley was only too well aware of the dangers inherent in the radio situation in 1946, and Mr. Sarnoff today points to the same kind of danger which confronts its younger sister-medium today. And one of the gravest dangers attendant upon the sweeping criticisms to which the medium is subjected now is that of governmental intervention in the programming area, that most odious of conceptions.

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But Mr. Sarnoff drew a farsighted bead on an even more threatening kind of danger, that by which constant repetition of free-swinging slogans have tended to make television viewing "a symbol of inferior status." This downgrading in the eyes of public and advertiser is indeed a serious matter.

Posing the problem, the NBC executive inquires of his industry listeners: what is to be done? and are we to do what has to be done as a united industry, all with the single goal, or as divergent, individual entities, each fighting a battle in his own way? It must be glaringly apparent that there is only one way to wage a successful counter-attack under the circumstances, and that is as a united, single force with a single aim.

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And that calls to mind a recent statement of another television network executive, Bert Briller, sales development director of the ABC Television Network, who told a group in New York that television "has had one major sales failure—namely, selling itself." That seems the strangely accurate paradox of the medium, that it is a peerless selling medium, yet seems totally unable to sell the public on its own value.

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There is a vital, crying need for a comprehensive campaign designed to present television in its proper perspective, and in the light of that high place to which it is entitled as a medium of public enlightenment, information and entertainment. The time for that effort is now.

—Charles S. Aaronson

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

IF YOU are an early bird, or a Dave Garroway fan (as we are) or just happened to have tuned in this morning to the "Today" show, you saw another "TV first"—a broadcast of a regular network program, originating in Europe and beamed via TVideo tape. Among other things that the bespectacled disciple of "peace" and the "front of the hand to you" Garroway sent your way, was an interview with Brigitte Bardot direct from the top of the Eiffel Tower during which B.B. quoted from Shakespeare's "Hamlet." . . . Latest addition to the Sesac Transcribed Library is the musical versatility of Don Elliott ("Don At Midnight"). Although he started as a singer with Hi, Lo, Jack & The Dame group, his artistry (vibes, trumpet, mellophone) is rated "Tops in Jazz." . . . The way Rosemary June warbles "With You Beside Me," on the Paris label, this translation by Shelley Dobbins of Rascel's beautiful ballad may well duplicate Shelley's "Non Dimenticar," which was the smash of last year thanks to Nat King Cole's waxing. . . . Since its inception TVia NBC Oct. 23, 1956 (segment of the "Jonathan Winters Show") the increased use of video tape has resulted in the elimination of much of the confusion heretofore encountered because of the time belts and the shifting to and from Daylight Saving Time. . . . A joint press conference to honor "Emmy" Award Nominees will be held tomorrow at Toots Shor's by NBC and the Academy of TV Arts & Sciences. . . . One of the best-liked Batoneers in the country, Charles Sanford, is recuperating from a severe illness. Sanford's deft handling of the music chores for "Show of Shows" and Max Liebman Spectaculars these past ten years has earned him national honors and acclaim. . . .

☆ ☆ ☆

Reports of the grand show (55 minutes of "Sigmund Romberg's Music") presented by Bill ("South Pacific") Tabbert, Earl ("Desert Song") Wrightson and Betty ("Up In Central Park") Benee, drew your roving reporter to the Cotillion Room of the Hotel Pierre. Skillfully supported by Joe Ricardel's Orchestra, this hour of charm, every show featuring the music of great American composers, to us at least, seems like a perfect TV package. . . . National Safety Council Public Service Award for 1958 was given last week to Bob Colvig, personable and one of San Francisco's most popular deejays. (KSFO.) . . . Robert Q. Lewis has been tapped for an important role in a forthcoming "Gale Storm Show" ABComedy currently being telefilmed at the Hal Roach Studios. . . . Gilbert Cohen, who started with ABC in 1951 as a stock clerk and has moved steadily upward, is the new Film Manager at ABC-Films. . . . Horace McMahon's "Lt. Parker" in the ABCrime doesn't pay series, "Naked City," makes him a tough contender to beat for next season's "Emmy." . . . Producer Walt Framer invited to attend the preem of "For Love Or Money," June 6 TVia ABC-ITV in London. . . . Not only does he provide zingy, danceable rhythms in his Decca Albums, "An Evening with Cedric Dumont" but the Radio Basel (Switzerland) music director also features on the cover, several original cocktail recipes (to SIP this one out, we presume.) . . .

NBC-TV Continues Service to DST Are

The NBC Television Netw continue its extensive video eration to provide com across the country with schedule regularity during t 26—October 24 daylight sav period, it was announced weekend.

The video tape method, v lows almost instantaneous of recorded TV programs color and black and white, portedly eliminate the uncert confusion of shifts in local schedules caused by fast the past wholesale readjust programming and viewer hal required in standard time

Daily Repeat Feed Plan

NBC-TV's DST Program Plan provides for a repeat fe entire network schedule— through 1 A.M.—seven days on a one-hour delay basis standard time cities.

'Government Rese Is Theme of IRE

Government Research—its and its importance—is the subject of the May issue of ings" of the Institute of R gineers.

In 39 progress reports, tota 350 pages, leading radio-elec thorities of the U. S. and provide a comprehensive a sentative picture of governm munications and electroni Featured are new results obt cause of this work and a recent important developme terest to all engineers and

New Screen Gems To Start on ABC-

Screen Gems' "Man fro Hawk," a new adventure se on the exploits of an insura pany investigator in the la will be launched on ABC Fridays 8:30-9 P.M., NYT, October 9.

The new series, which st Rockwell, will be sponsored Laboratories and the R. J. Tobacco Company.

NBC Starts Two For Syndicated S

California National Pr NBC's film-making divis week began shooting two hour film series on the M at Culver City. Both are de syndication. Titles are "Pr geant" and "Pony Express

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

.5, NO. 80 NEW YORK, U.S.A., TUESDAY, APRIL 28, 1959 TEN CENTS

atres Act

urt Blocks ylight Time Minneapolis

3 Counties Defy eme Court Ruling

Special to THE DAILY

NEAPOLIS, April 27.—In a e move the Minnesota State ie Court granted an injunction y requested by the Minnesota ment Company, IATSE and interested parties," to block t time in the Minneapolis-Paul area. Fast time had been led to start at 2 A.M. Sunday. nwhile the counties of Henni-amsey and Anoka in the metro- Minneapolis—St. Paul area late Saturday to defy the state and start daylight time as led. The county boards said ad found a loophole in the writ

(*Continued on page 5*)

Policemen in atres Is Legal

Special to THE DAILY

RTFORD, April 27. — Superior Judge Louis Shapiro has ruled olicemen on duty inside New , Conn., motion picture thea- ay be annoying to the owners, e practice of stationing uni- l lawmen in theatres is not un- utional.

ruling came in a $250,000 dam- uit brought against the city of Britain, 10 miles south of Hart- by Perakos Theatre Associates

(*Continued on page 5*)

nission Prices in ge Cities on Rise

From THE DAILY Bureau

SHINGTON, April 27.—Ad- n prices in large city motion theatres rose sharply during t quarter of 1959, the first rise year of declining prices, the of Labor Statistics reported. Bureau collects figures quar-

(*Continued on page 5*)

TELEVISION TODAY—page 5

Warn Producers On FIDO Terms

By PETER BURNUP

LONDON, April 25 (By Air Mail).—Practices of certain British producers in their relations with the Film Industry Defence Organisation, designed to stem the flood of films on television, came under fire in a speech by CEA's president, J. D. Richards, at a meeting of the Association's Leeds Branch. Richards appealed to "delinquent" producers to "play the game" and not "get the idea that FIDO is just a form of extension to the Production Fund."

The CEA president added the firm warning that FIDO—which, he said, had kept thousands of pictures off TV—would be killed if the producers in

(*Continued on page 4*)

Push Pay-TV Ban Now, Harling Urges

Pointing out that five major cities have to date defeated attempts to establish pay-TV in their communities, Philip F. Harling, co-chairman and treasurer of the Joint Committee on Toll TV, yesterday sent a letter to exhibitors urging a renewed drive in support of the two pay-TV bills intro-

(*Continued on page 5*)

Treasury Working Out Soviet Film Exemption

From THE DAILY Bureau

WASHINGTON, April 27.—The Treasury Department has tentatively agreed to exempt from the 30 per cent withholding tax payments on

(*Continued on page 5*)

Payments Extended Over 10-Years

20th-Fox Studio Sale Up to Stockholders

Terms of $56,110,000 Deal Reported; Fox Can Have 20-Year Studio Lease

Terms of the $56,110,000 deal involving sale of the 20th Century-Fox studio property at Beverly Hills, Calif., are described to the company's stockholders in notices of the annual meeting May 19, at which they will vote on the proposal. A letter to stockholders from Spyros P. Skouras, president, which accompanies the meeting notice, calls special attention to the deal.



Spyros Skouras

The deal is in two parts, one for 260 acres of real estate, for which William Zeckendorf's Webb & Knapp company will pay a total of $39,660,000 over a 10-year period; the other, for 75 acres containing the studio and production facilities, for which the Webb & Knapp company will pay $16,450,000, this parcel to be purchased within five years of the first purchase.

The buyer paid $2,500,000 at the time of signing of the agreement and is to pay an additional $2,500,000 following the closing, and an additional $680,000 at closing for a strip of land running through the property which

(*Continued on page 4*)

Artists Fees Bill Vetoed by Rockefeller

Special to THE DAILY

ALBANY, April 27. — The Gilbert Bill, which would have eliminated the existing ceiling on the allowable fees for theatrical agents (fixed by law at 5 per cent of the wages received during the first 10 weeks of the engagement) and would instead have required all theatrical employment

(*Continued on page 5*)

Decision Is Reserved on Goldwyn Suit Re-Trial

Special to THE DAILY

SAN FRANCISCO, April 27.—Federal Judge Albert C. Wollenberg today reserved decision on a motion by counsel for Samuel Goldwyn for a re-trial of the producer's anti-trust suit which abruptly terminated last December with the death of Judge Edward P. Murphy in the last days of the long-drawn litigation. This

(*Continued on page 5*)

Para. Annual Stockholders Meet Slated for June 2 at Home Office

Annual meeting of Paramount Pictures Corp. stockholders has been set for June 2 at the home office, Barney Balaban, president, informed stockholders yesterday in his message accompanying copies of the annual report.

As reported on April 13, Paramount had net income from operations of $4,567,585 for 1958, compared with $5,425,201, the preceding year. In 1958, Paramount received $7,986,681 from the deal for release of its old films to television, bringing its income for the year to $12,554,266.

Balaban's letter notes that Paramount has received more than $30,000,000 in film rentals from the initial playoff of "The Ten Commandments." Returns to date from the foreign market lead the company to believe its ultimate gross will be in excess of $60,000,000.

He also reports that there are "reasonable prospects" that the second phase of the marketing of Paramount's former film library to television will

(*Continued on page 2*)

Fox Has Confident Attitude: Skouras

20th Century-Fox continues to hold "a confident attitude toward the future of our company and its ability to maintain the popularity of motion pictures by supplying to the public films of the highest quality and in sufficient number and variety to meet the needs of theatres," Spyros P. Skouras, president, informs stockholders in a message released yesterday with the company's annual report. Earnings for the year and other details were

(*Continued on page 4*)

PERSONAL MENTION

RUBE JACKTER, Columbia Pictures vice-president and general sales manager, is in Chicago from New York. He will leave there tomorrow for Ishpeming, Mich.

•

EARL I. SPONABLE, 20th Century-Fox technical director, has returned to New York from London via B.O.A.C.

•

ROUBEN MAMOULIAN, who has been in New York from Hollywood for several months returned to the Coast by way of Washington.

•

WILLIAM L. SNYDER, Rembrandt Films executive, has returned to New York following a month in Europe.

•

TERRY and DENIS SANDERS, Allied Artists producer and director, respectively, will leave Hollywood Thursday for New York.

•

BURGESS MEREDITH left here yesterday for London via B.O.A.C.

•

MRS. EDWARD CUTLER has given birth to a boy in Cleveland. Father is a salesman there for Allied Artists.

•

RALPH MARTIN and EDWIN MILLER of "Seventeen," have returned to New York from the Coast.

•

C. G. PANTAGES, branch manager for 20th Century-Fox in Albany, N. Y., was in Oneida, N. Y., from there.

•

TED HARRIS of the State Theatre, Hartford, has returned there from Louisville.

•

HAROLD HECHT, of Hecht-Hill-Lancaster, has returned to New York from London.

•

MAXIMILIAN SCHELL has returned to London from New York via B.O.A.C.

•

ALLEN M. WIDEM, motion picture editor of the "Hartford Times," has returned there from Chicago.

FRANK TASHLIN, producer, has left here for London via B.O.A.C.

•

SY BARTLETT, producer, has arrived in New York from Hollywood.

•

CHARLES SCHNEER, producer, has arrived at Colorado Springs from Hollywood for conferences on Columbia's forthcoming "Air Force Academy."

Paramount 'Holders Meeting

(*Continued from page* 1)

boost the rental level to the $75,000,000 mark at which Paramount will receive $15,000,000, in addition to the $25,000,000 to be paid to it at the $50,000,000 rental level.

The letter notes that Paramount has increased its ownership of York Pictures Corp. from approximately 50 per cent to over 90 per cent. York produces the Jerry Lewis pictures and holds a contract on his services for the next several years.

Balaban expresses optimism concerning the outlook for Paramount's Telemeter Division. He notes that the music companies and Dot Records are continuing profitable operations and reports favorably on such other operations as Famous Players Canadian, Autometric Corp., Allen B. Du Mont Laboratories, the Chromatic tube division, KTLA-TV and television production activities.

"In contemplating the year ahead," he states, "we are confident that we will strengthen our position as a leading company in the motion picture business. We expect continued growth in related fields of entertainment. Our diversification of activities is designed for profitable future expansion."

WB 'Young' Tour Will Visit 27 Cities, Towns

Twenty-seven cities and towns have been selected as key stops for important ceremonies welcoming the ten young Hollywood stars who will participate in the Warner Bros. Transcontinental Star Parade by Greyhound Scenicruiser. The tour will take them coast-to-coast to Philadelphia for the benefit world premiere of "The Young Philadelphians" May 19 at the Stanley Theatre. On the Hollywood "goodwill mission," which will leave the film capital May 6, will be Nick Adams, Peter "Lawman" Brown, Arlene Howell, Will "Sugarfoot" Hutchins, Alan Hale, Jr., Diane Jergens, Roger Moore, Erin O'Brien, Roger Smith and Connie Stevens.

The itinerary for the young Hollywoodians includes: Indio, Calif., and Phoenix, Ariz., May 6; Tucson, Ariz., and El Paso, Tex., May 7; Pecos and Abilene, Tex., May 8; Fort Worth and Dallas, Tex., May 9; Oklahoma City and Tulsa, Okla., May 10; Joplin and Kansas City, Mo., May 11; Columbia and St. Louis, Mo., May 12; Springfield, Bloomington, Joliet and Chicago, Ill., May 13; Chicago, May 14; South Bend, Ind., and Detroit, Mich., May 15; Toledo and Cleveland, Ohio, May 16; Akron, Ohio, and Pittsburgh and Harrisburg, Pa., May 17.

Trial of 'Jolson Story' At 2 Cleveland Houses

Special to THE DAILY

CLEVELAND, April 27.—Columbia Pictures is making a test engagement of "The Jolson Story" here. The re-release is playing simultaneously at the Fairmount and Detroit Theatres, located at opposite ends of the city. The engagements are supported by radio and TV promotion.

According to branch manager Jules Livingston, the future sales policy of the film will be based on its reception here by the younger generation.

10,000 Jam Cody For 'Land' Premiere

Special to THE DAILY

CODY, WYO., April 27.—More than 10,000 people jammed the streets here Saturday night to witness the premiere ceremonies of C. V. Whitney's Technicolor production, "The Young Land." In addition to the local citizen turnout, a huge contingent from nearby Billings, Mont., was on hand for the occasion. The Park county sheriff's posse had to be called to handle the huge crowd.

The premiere climaxed a full day of events, including the opening of the Gertrude Vanderbilt Whitney Gallery of Western Art sponsored by the Buffalo Bill Memorial Association.

Heading the list of high ranking civic officials who attended the premiere were the Governor of Wyoming J. J. Hickey and former governor Milward L. Simpson, and mayor of Cody, Hugh Smith. Premiere arrangements were handled by John Thompson, Columbia exploitation representative, who also coordinated campaign for a six-state mid-western saturation booking of the film.

'Blessings' Strong Here

"Count Your Blessings" has grossed over $105,000 in its first four days at the Music Hall here, a figure which MGM, distributors, announced as the biggest non-holiday start for a film of that company since "Cat on a Hot Tin Roof" last September.

'Gidget' Big $139,920

Columbia's "Gidget" rolled up a big $139,920 gross over the weekend at 27 houses on the Loew's circuit in the metropolitan area, the company reported yesterday. The three-day non-holiday gross virtually equalled the figures achieved by another Columbia hit, "Bell, Book and Candle," at a recent engagement on the same circuit.

Compo Annual Meeting Set for May 13

The Compo triumvirate has se 13 as the date of the organiz annual meeting, Charles E. McC information director, announce terday.

The meeting of members, di and executive committee will b at the Park Sheraton Hotel Financing reports, planned ac for the year and other matters the agenda.

AM-Par Records Bu Pressing Plant Inter

Am-Par Records, the record s iary of American Broadcasting mount Theatres, has purcha majority interest in a small pressing plant in line with exp business, Leonard Goldenson, president, informs company stoc ers in a current letter reporti first quarter earnings.

As reported in MOTION PI DAILY yesterday, earnings fo quarter amounted to $2,313,000 pared with $1,854,000 in th responding period last year.

The annual meeting of stockholders will be held at th offices here on May 19.

'Nun's Story' Show

More than 5,000 exhibitor press representatives from co coast attended special invit showings in selected theatres day of "The Nun's Story," a Zinnemann Production for Bros. release. Approximately 4 industry leaders and others at the New York screening of th at the RKO 58th Street Theat

NEW YORK THEAT

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DEBORAH ROSSANO MAURI
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An M-G-M Picture In CinemaScope And METROCOL
and GALA NEW STAGE SPECTACLE

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My thanks to all the wonderful people in the production, distribution, advertising and publicity departments of 20th Century-Fox who made it possible for me to be selected by QUIGLEY PUBLICATIONS as the CHAMPION PRODUCER OF THE YEAR.

Jerry Wald

Yesterday...

AN AFFAIR TO REMEMBER
NO DOWN PAYMENT
PEYTON PLACE
KISS THEM FOR ME
THE LONG HOT SUMMER
IN LOVE AND WAR
MARDI GRAS
THE SOUND AND THE FURY

Tomorrow...

THE BEST OF EVERYTHING
HOUND DOG MAN
BELOVED INFIDEL
SONS AND LOVERS
JEAN HARLOW
STORY ON PAGE ONE
WILD IN THE COUNTRY
THE BILLIONAIRE
THE HELL RAISERS
THE BOHEMIANS
RETURN TO PEYTON PLACE
HIGH HEELS
LET IT COME DOWN
WINESBURG, OHIO
THE CUTLASS EMPIRE
HIGH DIVE
MIAMI BEACH
LOVE AROUND THE WORLD

RELEASING THROUGH 20TH CENTURY-FOX

Studio's Sale

(*Continued from page* 1)

the buyer will improve as a boulevard.

At two-year intervals thereafter, the buyer will pay $7,000,000, and the then balance of $5,980,000 is to be paid within 10 years of closing.

The production facilities must be purchased within five years from the date of the first purchase, paying half the $16,450,000 price at that time and the remainder by purchase money deed of trust payable over a period of 10 to 20 years depending on the duration of a lease which 20th-Fox is to make on the production facilities.

Increase Clause Included

The price may be increased up to $5,000,000 to cover improvements and relocation expenses, if any, incurred between the date of the agreement and the date of purchase.

20th-Fox has the option to rent back the studio portion of the property for 20 years. The lease may be terminated at any time at one year's notice. The annual rental will be 8 per cent of the purchase price, or $1,316,000. The present aggregate annual depreciation on the buildings and the improvements on the 75-acre tract is $183,000.

The company observes that the property is becoming too valuable to continue to be used for its present purposes and notes that in addition to 20th-Fox's Western Avenue studio in Hollywood, it also owns a 2,300-acre ranch within 31 miles of Los Angeles, to which it could transfer production at an appropriate time.

Excludes Oil, Mineral Rights

The sale does not cover the oil and mineral rights, nor three drill sites aggregating six acres, which provide access to the sub-surface. The buyer is given the right to acquire the drill sites at $5 per square foot when they are no longer used.

Proceeds of the sale will be used for working capital, purchase of other assets, retirement of debt and possibly the purchase and retirement of outstanding common stock of the corporation.

The buyer's $2,500,000 down payment will be returned with interest if 20th-Fox stockholders do not approve the sale, or if required rezoning of the property is not accomplished within six months. The buyer has the right, on or before closing, to terminate the deal, in which event Fox may retain the $2,500,000 as liquidated damages.

20th-Fox management recommends that stockholders approve the deal.

Fox Confident, Says Skouras

(*Continued from page* 1)

reported in MOTION PICTURE DAILY on March 27.

In the report Skouras goes into detail about films currently in production and set to start shooting soon. "We have maintained in every direction our efforts to obtain the finest material for the screen both in personality appeal and story content and intend to intensify these efforts in order to improve our production program," he observes.

Skouras also discusses progress made in the production of films for television. This phase of activities has been expanded, he states, and "we hope that in time our television film activity will equal that of our theatre film production."

Laboratory Prosperous

De Luxe laboratory business continues to progress, the 20th-Fox head reports, and foreign theatre operations, and oil and natural gas production on the studio property in California continued in 1958 to contribute to earnings.

Discussing the foreign market Skouras states that film rentals increased from $52,987,463 in 1957 to $53,188,-022 in 1958, "but we must inform you that the impact of free home television has affected the attendance of the theatres in several important markets, particularly in England, Australia, Germany and Italy as well as in other countries of Continental Europe."

Skouras also tells stockholders that the new subsidiary, 20th-Fox Record Corp., has just completed its first year of operations and results have "more than justified our decision to move into that area."

'Comments on Operations'

In "comments on operations" in the report it is stated that in 1958 20th-Fox bought 337,100 shares of its common stock at an aggregate cost of $8,805,481, being equivalent to an average cost of $26.12 per share. The major portion of the funds needed to purchase this stock was obtained by increasing the corporation's bank debt, net of repayments by $5,500,000. Previously 52,000 shares were acquired at a cost of $1,069,273 an average of $20.56 per share, making a total of 389,100 shares purchased at a total cost of $9,874,754.

During 1958 the company borrowed an additional $7,500,000 from banks, increasing the amount of such bank loans to $22,500,000, of which $20,500,000 were outstanding on Dec. 27, 1958. To refinance this debt over a longer period of years, the corporation is negotiating a contract with the Metropolitan Life Insurance Co. under the terms of which the notes payable to banks will be liquidated with the proceeds of $22,500,000 of 20-year notes.

The new notes will bear 5 per cent interest and have a fixed sinking fund of $500,000 annually for the first five years; $750,000 annually for the second five years; and $1,000,000 annually from the 11th to the 19th year, leaving $72,250,000 due at maturity or contingently prior thereto. In addition to the fixed sinking fund, the new notes will provide for an annual sinking fund contingent on earnings. This fund shall consist of 25 per cent of consolidated earnings of the corporation and subsidiaries in excess of $5,-000,000 but such 25 per cent shall not exceed $500,000 annually.

22 Wells on Studio Property

Seven additional wells were completed on the studio property in 1958, and two others have been completed since Jan. 1, 1959. This makes 22 producible wells at present bottomed under the studio property and four bottomed under adjacent lands.

20th-Fox stockholders were advised that directors have authorized a total of 170,850 shares to be optioned to the following company officers at prices equal to the market plus $1 on the day the option agreement becomes effective: S. P. Skouras, 75,000 shares at 24¼; E. M. Adler, 44,750 at 23½; J. Moskowitz, 10,000 at 23½; S. C. Einfeld, 5,000 at 23½; D. A. Henderson, 5,000 at 22⅜; L. Schreiber, 5,000 at 22⅝; D. Brown, 2,750 at 22⅝; A. Harrison, 2,750 at 22¾; S. Rogell, 2,750 at 23⅜; A. E. Freedman, 2,500 at 23½; I. Asher, 2,000 at 22⅝; F. McCarthy, 2,000 at 23¼; M. Moskowitz, 2,000 at 22¾; C. G. Norris, 2,000 at 22¾; E. Silverstone, 2,000 at 23½; J. B. Codd, 1,250 at 22⅝; F. T. Kelly, 1,250 at 22⅜; C. E. McCartney; 1,250 at 24¾; E. H. Reek, 1,000 at 23½ and J. Pincus, 600 at 23½.

12,800 Shares Optioned

As of April 22, only 12,800 shares had been optioned, those by Skouras at 24¼ last Aug. 1, but all or a substantial number of the options will be exercised before the annual meeting, May 19. The company proposes that a restriction against selling the stock within two years after exercise of options be abrogated by vote of the company's stockholders at the annual meeting, with the exception of Skouras. The optionees agreed to an a salary reduction of 75 cents per of stock optioned to them, to co for a period of two years. If a tionee now wishes to sell his prior to the two-year perio should agree to a further sala duction equal to five cents a for each month that the peri time between the date of the ex of the option and the sale of any shares shall be less than 24 m

The company's present 10 dir are proposed for reelection a annual meeting.

PEOPLE

Herbert L. Golden, United vice-president in charge of oper and president of United Artists vision, has been named chairm the Greater New York Fund's a ment division. The 1959 campai gins in May.

□

Mitchell I. Lewis, journalist a vertising agency executive acti the Dallas area since 1950, has named national director of adve and publicity for the McLendon He will be in charge of promo campaigns for the film producing of McLendon Radio Pictures a as for the McLendon radio stat

Warn Producers

(*Continued from page* 1)

question persisted in "demand pound of flesh."

Disturbed exhibitors, whose sustains FIDO, point out tha basic principle of the scheme wa it related only to the purchase rights of a film which has passe yond the control of the Trade now ventilate suspicions that producers are seeking to au their film revenues by evasion principle.

FIDO's board of administ meets next on April 30.

'Hot' Continues Hig

United Artists' "Some Like It continued its record-setting pa the Loew's State Theatre here a big fourth week gross of $5 ending Sunday night.

'Mouth' Gross $318,

United Artists' "The B Mouth" has rolled up a huge $31 gross for 24 weeks at the Paris tre here.

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1925 Blake St. Denver 2 Colorado
A Com Line of Profes Cine Fi

ket Prices

(Continued from page 1)

18 large cities and adjusts
lts to reflect trends in the 34
ities.

Bureau said that during the
rter of 1959, adult admission
se to 137.2 per cent of the
average, up from the 135
the end of December. This
second highest figure on rec-
ow only the 139.7 per cent
he end of March 1958.

en's prices rose to 127.6 per
he 1947-49 average, up from
8 per cent at the end of De-
The only previous higher to-
128.3 per cent reported at the
June 1958.

esult of the rise in the adult
ldren indices, the combined
nped from 134.1 per cent at
of December to 136.2 per
he end of March topped pre-
nly by the 137.8 per cent at
of March 1958.

Policemen

(Continued from page 1)

anley-Warner Management
ion. The two circuits pro-
nat requiring paid policemen
duty was contrary to both
and state laws.

Shapiro said that arguments
nstitutionality had no merit.
d at the same time that it
in the light of present-day
ns, the legislative body of the
it city might view the need
gislation in a different man-
it did years ago.
it does," the memorandum
d, "this court has no basis
h to substitute its judgment
of the city of New Britain."

s Fees Bill

(Continued from page 1)

and artists managers to file a
edule with a commissioner
es was disapproved late Fri-
Governor Nelson A. Rocke-

easure affecting engagements
on pictures, among other
et Rockefeller's objection, be-
set no maximum fee and
authorize "rejection" by a
ioner of licenses of a schedule
"unreasonable or excessive
he schedule would have be-
ective 60 days after filing.
feller expressed belief a bill
g "reasonable fees in this
d reflecting current facts,"
drawn in a manner satisfac-
both the artists and the artists
for introduction at the next
e session.

ion Reserved

(Continued from page 1)

ldwyn is seeking a trial with
which was opposed today by
for Fox West Coast Theatres
r defendants in the case in-
upward of two million dollars
ges.

Murphy heard the first trial
a jury.

Treasury Working Out

(Continued from page 1)

films imported under the recent Soviet-U.S. film agreement.

The Treasury and State Departments were reported at work trying to work out exact language for the exemption. Prospects that the 30 per cent tax would have to be withheld has been one of the factors delaying distribution of the first Soviet films in this country.

According to reliable sources, State has asked the Treasury for an exemption, and the Treasury has agreed to exempt all films imported under the Soviet-U.S. agreement. However, an order setting forth details has to be worked out, and this is still not accomplished.

Daylight Time

(Continued from page 1)

issued earlier Saturday by the state court.

The three counties' action resulted today in a request for a ruling on daylight time by Miles Lord, Minnesota State Attorney General, who requested the Supreme Court of the state to set the date of the hearing on the injunction up from its original date of May 18.

Four Alternatives

The court has four alternatives at this point. It could cite the county boards of Hennepin, Ramsey and Anoka counties for contempt of court on the grounds that they went on DLT in spite of the injunction that was issued. It could order the boards to reinstate standard time. It could grant the attorney general's request for an earlier hearing or it could leave the matter as it stands and do nothing.

Charles Winchell, president of Minnesota Amusement Company, said today that the parties involved are willing to abide by the decision of the Supreme Court. The reason the action was so sudden, Winchell said, was because it was necessary to wait until the end of the regular session of the state legislature. Action was taken because on July 1, Minnesota will have non-legal time. It is necessary to have a time ruling in order to determine opening and closing times for all sorts of businesses whose hours are controlled by law, to make it possible to negotiate contracts and simply to be able to operate business in a uniform way, said Winchell.

Sees Even Division of Opinion

Winchell added that comment received by his office is just about equally split, pro and con. He said, however, that a large number of those callers who were against his stand refused to identify themselves.

Mandt Torrison, Saint Paul attorney acting for the Minnesota Amusement Company, told the court DLT would work "irreparable" damage, in that it would put many theatres out of business, deprive many union men of their only means of livelihood and cause much confusion as to time between the areas with DLT and those without. Torrison said he believes that the present local option law which was passed in 1957 is no longer valid since another statewide DLT law was passed a week later. He feels that the statewide law obviously meant that the local option law was no longer intended, was inconsistent, and thus was automatically amended out of existence, by the statewide law.

This action by the state court blocks fast time only in the Minneapolis-Saint Paul metropolitan area, but will set precedents for action in other affected parts of the state.

It will not be possible for the state legislature to act on any fast time bill. The legislature adjourned Friday and was called back into special session Saturday to act on tax matters only.

Television Today

TV REVIEW:

Meet Me in St. Louis

"Meet Me in St. Louis" (Sunday night), CBS-TV's huge two-hour initial presentation under the Metro-Goldwyn - Mayer - Talent Associates deal, has restored the original television meaning to the term "spectacular." This "live-tape" production, based on the 1945 M-G-M film, was as rich in entertainment as it was in physical beauty. It also may serve to answer critics who wondered what David Susskind hoped to accomplish by adapting to TV film hits of years gone by. Other attempts to do this have usually resulted in just "small" movies. This "Meet Me in St. Louis," however, was BIG television, perfectly suited to the medium.

George Baxt, who did the script, and George Schaefer, who directed, preserved the very special quality of the original, while also adding several delightful period songs to the now classic original score by Hugh Martin and Ralph Blane. The cast was tops — Jane Powell, Tab Hunter, Myrna Loy, Walter Pidgeon, Jeanne Crain, Patty Duke, Don Symington, Ed Wynne and Reta Shaw. Note should be made that even the commercials, by Westclox and Philco, were in good taste, both in content and in timing.—VINCENT CANBY.

Desilu Dividend Is Set; N.Y. Broker on Board

From THE DAILY Bureau

HOLLYWOOD, April 27. — The board of directors of Desilu Productions, Inc., announced today it had declared its second quarterly cash dividend of 15 cents per share on its common stock payable May 29, 1959 to holders of record on May 15, 1958. No dividends were declared on its Class B common stock, all of which is owned by Desi Arnaz and Lucille Ball Arnaz.

Announcement was also made that Charles Schwartz, senior partner of Bache and Co., New York, has been appointed to fill an existing vacancy on the board.

Pay-TV Ban

(Continued from page 1)

duced in the House by Rep. Oren Harris.

Harling urges exhibitors to write Harris and every member of Congress from their districts to express support of the measures. "Ask them to get these two bills out of committee," Harling states, "and on the floor of the House for a vote. Once on the floor they will pass."

The five cities which have outlawed toll-TV to date are San Francisco, Los Angeles, Dallas, Houston, and Galveston.

Statement by Harling

Harling notes: "The Galveston story is worth repeating because it can be used everywhere. The Interstate Theatre Circuit rolled up its sleeves, and put on a campaign that was a thing of beauty! Bob O'Donnell had John Q. Adams go on the radio, TV and in the newspapers with a campaign to get the people of Galveston to express their disapproval to the City Council and the Mayor of a request for a Cable-TV franchise, and demonstrate they wanted no part of Pay-TV. Fourteen thousand letters, telephone calls and telegrams came in, and in the face of this avalanche of public indignation and disapproval, the Pay-TV application was dismissed."

Walkout Interrupts Operations at NBC

A sudden walkout by union technicians yesterday interrupted operations of the radio and television networks on the National Broadcasting Co. Technicians leaving work were members of the National Association of Broadcast Employees and Technicians.

In a statement issued yesterday NBC said there had been no indication that a walkout would occur until shortly before the regular "Today" broadcast was to begin yesterday morning.

At that time NABET members in New York refused to handle the tape made in Paris. They also refused to handle a stand-by film program or substitute live programming. Other NABET members then refused to perform their regular duties not only in New York but in other locations as well, NBC said.

The network added it is maintaining "normal operations," with the help of supervisory and management personnel.

Reed Album Released

Carol Reed, who reports on the weather on CBS-TV at 7:10 and 11:10 P.M. has had an album of records released, "Come Rain or Come Shine." It was recorded by Golden Crest Records and Miss Reed does the vocalizing.



IT HAPPENED TO JANE

happens to be terrific!

—the greatest family picture since families were invented!



DORIS DAY

as Jane Osgood

"I am a sweet, attractive, charming bu
poor young widow from the State of Maine
struggling hard to make an honest livin
for myself and my son and daughte
We all know that I am going to succeed.
regardless of the underhanded, mean
nasty, sneaky efforts of a certain ex
tremely unpleasant railroad president.

DORIS DAY · JACK LEMMON · ERNIE KOVACS

IT HAPPENED TO JANE

co-starring STEVE FORREST · Screenplay by NORMAN KATKOV · From a story by MAX WILK and NORMAN KATKOV
Produced and Directed by RICHARD QUINE · Executive Producer—MARTIN MELCHER · AN ARWIN PRODUCTION

GUEST STARS
BILL CULLEN · DAVE GARROWAY · STEVE McCORMICK · JAYNE MEADOWS · GARRY MOORE · HENRY MORGAN
BOB PAIGE · BETSY PALMER

EASTMAN COLOR

Call Columbia and make a date with **jane!**

All News that News

MOTION PICTURE DAILY

Concise and to the Point

NO. 81 NEW YORK, U.S.A., WEDNESDAY, APRIL 29, 1959 TEN CENTS

Out Policy

Names 1st New Ad-Pub ional Heads

ew Appointments; tre Reassigned

hcements of 20th Century- regional advertising-public- ger system through the Uni- s, consistent with the "local " policy recently announced ent Spyros P. Skouras, were terday.

st two newly-appointed man- Ed Hale, who will work out cksonville branch, and Pete o will function at the Denver- e City office. The plan will y provide an advertising aide- for each 20th branch man-

eth's original staff will be ted in single branches, rather r wide areas, permitting cov- greater depth than heretofore, inted out.

ing are the assignments of (Continued on page 2)

els Named UMPO al Sales Manager

Samuels has been appointed ales manager of United Mo- ure Organization Inc., distri- ompany specializing in for- imports, it was announced rd Davis, president.

tment of the former presi- Buena Vista to the sales ex- Continued on page 2)

U-I, Bryna Deal ilm 'Day of Gun'

om THE DAILY Bureau

YWOOD, April 28.—Acqui- a new story property to be operatively by Universal-In- al and Bryna Productions ounced jointly today by Ed- uhl, U-I production vice-pres- Continued on page 4)

SION TODAY—page 5

Paramount Sets 'Summer Festival' To Unveil 3 Films in 30 Cities

Paramount will hold a "Summer Boxoffice Festival" to celebrate the unveiling of three major mid-summer releases in 30 cities throughout May, George Weltner, vice-president in charge of world sales, announced yesterday.

The Paramount "Festival" will take the form of a special series of triple film showings in the 30 cities for exhibitors, film buyers, representatives of press, radio and television, and opinion-makers.

Weltner personally will launch "Paramount's Summer Boxoffice Festival" in five cities beginning with Boston on May 3. He described the three pictures on the "Festival" program as "potentially the biggest

(Continued on page 2)

Expect Action by MPAA Next Week on 'Oscar' TV

The Motion Picture Association board at its next meeting May 6 is expected to give consideration to the question of sponsorship of next year's Academy Awards telecast. Academy officials are expected here for consultation next week.

Observers believe opposition to sponsorship on the same basis as heretofore is certain to be expressed at the board meeting but that some provisions can be agreed upon to keep the program within the industry for another year.

'Hill' Celebrates 'Intrepid' Americans

By WARREN G. HARRIS

Gregory Peck and Sy Bartlett made the forthcoming United Artists release, "Pork Chop Hill," because "we think it's a good time to advise our friends . . . and enemies . . . that we Americans make a pretty intrepid breed." So said Bartlett at a trade press interview at the Hampshire House here yesterday. Bartlett added he is proud of his picture's "unrelenting and uncompromising" treatment of men under stress and he feels its boxoffice potential is "excellent."

The producer was enthusiastic

(Continued on page 4)

Horror Films Require New Approach: Cohen

Horror pictures, while by no means reaching a saturation point, now require a somewhat different sales approach than they did at the beginning of the cycle, Herman Cohen, producer of "Horrors of the Black Museum," and other shock tales, said at a trade press conference in the Hampshire House here yesterday.

Cohen pointed out, for example,

(Continued on page 6)

'Night,' 'Compulsion,' 'Anne' Set for Cannes

The Cannes Film Festival Committee yesterday advised G. Griffith Johnson, MPEAA vice-president for Europe, of the titles of the American films which will be shown during the Cannes Film Festival, May 1-15. Previously announced as the official U.S.

(Continued on page 4)

REVIEW:

The Young Philadelphians

Warner Bros.

THE CURRENTLY excitingly distinguished Paul Newman is the star of "The Young Philadelphians" and therein lies one of the basic selling elements in the exhibition of this interesting and intriguing motion picture. The novel, "The Philadelphian" by Richard Powell, enjoyed a considerable success when it was published, and that fact, too, may be turned to good advantage by the alert showman.

Most particularly important in this instance is the fact that Warners is getting behind the picture promotionally in a fashon to stir consider-

(Continued on page 4)

Over $100,000

Will Refund Exhibitors' B-B Donations

Decide May 7 If Materials Can Be Used Locally

With the executive committee of the ill-fated all-industry business building campaign approving, refunds of exhibitor contributions to the campaign will begin soon.

Exhibitors contributed about $132,000 in cash and another $35,000 in pledges, which are not collectible now. Administrative expenses of the campaign amounted to about $28,000, which reduces the amount available for refunds to a little over $100,000.

It was reported yesterday that distributors will not share the campaign expenses with exhibitors, presumably

(Continued on page 4)

New UPA Policy on Shorts Is Scored

Short subjects distributors here are expressing concern over the recently announced "unlimited play agreement," under which UPA Pictures plans to sell 12 "Mister Magoo" cartoons a year to exhibitors, who may retain possession of the prints for 12

(Continued on page 4)

Hearing May 6 on Minn. DST Dispute

Special to THE DAILY

MINNEAPOLIS, April 28. — The Minnesota Supreme Court today set the date of the hearing on the daylight time problem up from May 18 to May 6. Chief Justice Rodger Dell said that the high court "would not be stampeded into action by mass hysteria on the part of the metropolitan counties."

The state supreme court on Saturday granted an injunction to the Minnesota Amusement Co., IATSE, and others to halt the start of daylight time in the Minneapolis-St. Paul area, originally set for Sunday. Subsequently three counties defied the court and began daylight time as scheduled.

PERSONAL MENTION

AMERICO ABOAF, Universal Pictures foreign general manager, will return to New York today following a tour of Central and South America.

•

JESSE CHINICH, Buena Vista western division sales manager, has left New York for Chicago.

•

JACK MILLS, president of Mills Music, Inc., and MRS. MILLS, will leave here today for Europe aboard the "Queen Elizabeth."

•

DAVID GOLDING, publicity director for OTTO PREMINGER's "Anatomy of a Murder," will return today to Ishpeming, Mich., where the picture is being filmed, following several days in New York.

•

TONIA BERN, British actress, returned to London from New York yesterday via B.O.A.C.

•

MRS. JOHN WILHELM, wife of the 20th Century-Fox salesman in Albany, N. Y., is recovering from pneumonia.

•

JACK SMALL, president of Select Theatre Corp., will leave here with MRS. SMALL today for Europe aboard the "Queen Elizabeth."

•

LARAINE DAY will return to New York from London tomorrow via B.O.A.C.

Peck on 'Hill' Tour

Gregory Peck, star of United Artists' "Pork Chop Hill," will make a two-week 11-city personal appearance tour beginning May 19, to spark local level campaigns in advance of key regional openings set for the end of May. Peck's itinerary includes San Francisco, Chicago, Nashville, Washington, D.C., Houston, San Antonio, Dallas, Austin, Ft. Worth and New York.



Paramount Summer Festival

(*Continued from page* 1)

grossing warm weather trio ever offered by Paramount." They are: Hal Wallis' "Don't Give Up the Ship," starring Jerry Lewis and Dina Merrill; Wallis' "Last Train from Gun Hill," in Technicolor, starring Kirk Douglas, Anthony Quinn, Carolyn Jones and Earl Holliman, and Shavelson-Rose's "The Five Pennies," in Technicolor, starring Danny Kaye, Barbara Bel Geddes, Louis Armstrong and Harry Guardino.

Philadelphia on May 6 will be the second city where Weltner will conduct "Paramount's Summer Boxoffice Festival." The sales executive then will take the "Festival" to Atlanta, May 10; Dallas, May 12, and Chicago, May 17.

Jerry Pickman, vice-president in charge of advertising, publicity and exploitation, will accompany Weltner to the five cities. They will be joined in Boston, Philadelphia and Atlanta by Hugh Owen, and in Dallas and Chicago by Sidney Deneau. Owen and Deneau are vice-presidents of Paramount Film Distributing Corp.

In each city the home office executive trio will participate with Danny Kaye himself in the unveiling of "The Five Pennies." Weltner's "Festival" itinerary has been set up to coincide with the visits Kaye will make to those places in the course of his own previously announced 15-city tour on behalf of the picture and the soundtrack album of the same title that Dot Records will issue.

Paramount division and branch managers will conduct "Paramount's Summer Boxoffice Festival" in other cities, namely Washington, St. Louis, Toronto, Detroit, Pittsburgh, Cleveland, Cincinnati and San Francisco, coincident with Kaye visits.

Also scheduled for "Paramount's Summer Boxoffice Festival" are Buffalo, Charlotte, Jacksonville, Memphis, New Orleans, Indianapolis, Des Moines, Kansas City, Oklahoma City, Los Angeles, Denver, Salt Lake City, Seattle, Calgary, Montreal, St. John, Vancouver and Winnipeg.

Fox Names

(*Continued from page* 1)

20th's regular regional advertising and publicity managers, who now have been augmented by the recently retained Hale and Bayes: Hal Marshall, Philadelphia; Sol Gordon, Chicago; Phil Engel, Boston-New Haven; Jimmy Gillespie, Dallas; Adrian Awan, Cleveland-Detroit; Chick Evens, Kansas City-St. Louis; Eddie Yarbrough, Los Angeles; Dan Yarbrough, San Francisco; Sam Glasier, Toronto.

These men, as well as all additional regional managers, will continue to operate under the supervision of exploitation director Rodney Bush and exploitation manager Eddie Solomon. Bush and Solomon are currently completing plans for expanded national coverage and service.

Film Industry Credit Group Names Officers

The Motion Picture Industry Credit Group of the National Association of Credit Management has elected officers to govern group operations for the year beginning May 1. Named as chairman is Kern Moyse, Peerless Film Processing Corp.; vice-chairman, Walter Lynch, Mecca Film Laboratories; and as committee-men, Jack Fellers, Du-Art Film Labs; Everett Miller, RCA Film Recording Studios; Murray Kahn, Color Service.

The organization consists of 30 leading film processors, equippers, suppliers, and service and financial firms in the metropolitan New York, Washington, and Chicago areas.

Notables Will Attend Premiere of 'Warlock'

Motion picture and stage notables, headed by star Henry Fonda, will converge on the Paramount Theatre tomorrow night to attend the gala benefit New York premiere of "Warlock." Proceeds from the charity opening will be turned over to the New York City Mission Society's Camp Green Acres.

Fonda, who is topcast in the 20th Century-Fox presentation, will greet each of the arriving entertainment world celebrities in the lobby of the theatre. A partial list of the invited show business personalities include Mitzi Gaynor, Maurice Evans, David Niven, Arlene Dahl, Joanne Woodward, Dina Merrill, Van Cliburn, Margaret Leighton, Laurence Harvey Dana Wynter, Anna Marie Alberghetti and Corinne Calvet.

S-W Increases Dividend

The board of directors of Stanley Warner Corp. yesterday increased the annual dividend on the common stock by declaring a quarterly dividend of 30 cents per share, payable May 25 to stockholders of record on May 8. The previous dividend rate was $1 per year. The new dividend represents a 20 cent increase in the annual rate.

100 Dates for 'Man'

United Artists' "The Man In The Net," starring Alan Ladd, has been set to open in more than 100 cities throughout the nation, starting May 20 at the Metropolitan and Ambassador Theatres, Washington, D.C.

TENT TAL

Variety Club Ne

BOSTON — Members of the Club of New England and the will be the guests of Superi John Gavin at the Walpole Stat on Saturday. A special perfor "The Solid Gold Cadillac" staged for the benefit of the Fund. William S. Koster, e director of the club, has prep invitation list.

△

NEW ORLEANS—"Family has now been established as cial feature of the social acti Tent No. 45. The first one i uled for Sunday. Barkers a entire families will assemble headquarters. A feature of th ing will be a screening of on latest feature films.

△

CHICAGO — The second Dinner" of Variety Club of was held recently in the Linco of the Pick Congress Hotel. T Advisory Board furnished gratis, a different vintage course, supplied by the Paul Wineries of Saratoga, Cal.

Samuels Named

(*Continued from page*

ecutive post, effective imm was made prior to Davis' d for Europe to survey the cur production scene and meet w ducers regarding the acquis several pictures. In his absen uels will supervise the functi the company and set sales "Orders to Kill," the first of of seven European films to leased domestically by the fir

Samuels, a veteran of 34 the industry, was with the organization for 20 years in a of major executive and sal including foreign sales mana world-wide sales supervis played a key role in the org of Buena Vista and was el president and general sales in 1954.

Lee Beecher Dies

DALLAS, April 28—Lee Dallas regional manager for t and Air Force Motion Picture died here suddenly Sunday a of 52. Beecher had been Service since 1943, prior to was with the RKO exchang bany. For a short time he w the Army Motion Picture S New York City.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Clu ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondent principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, R Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, V dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tim as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered ess matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

Don't miss the bus!!



arners throws it into high gear on May 6th to kick off the hottest showmanship campaign in years! A busload of Hollywood's brightest young stars, junketing 3475 glamorous miles to Philadelphia, for the spectacular May 20th world premiere of "The Young Philadelphians"!

They'll hit 34 major cities, more than 200 towns, with overnight stops at 12 big key points. They'll be all over radio and TV, the papers and magazines, public squares and theatre stages, building up a beautiful storm of hoopla and ballyhoo to pound home the red-hot "young moderns" theme of the picture.

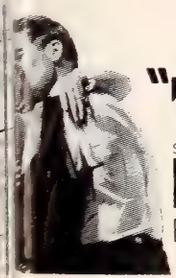




And this is only the beginning! Check the pressbook for all the fabulous details about the bus and its itinerary – for the personalized and gimmick-loaded ad campaign, the special teaser and theatre trailers, the terrific sound track radio spots, the stories and the stunts galore!



Man, don't you miss the bus! It's a bandwagon!



"The Young Philadelphians"

STARRING

PAUL NEWMAN · BARBARA RUSH ALEXIS SMITH · BRIAN KEITH · DIANE BREWSTER

BILLIE BURKE · JOHN WILLIAMS · SCREENPLAY BY JAMES GUNN · FROM THE NOVEL "THE PHILADELPHIAN" BY RICHARD POWELL · DIRECTED BY VINCENT SHERMAN · PRESENTED BY **WARNER BROS.**

'Hill' Tribute

(*Continued from page* 1)

about rave comments on "Pork Chop Hill" that he has received from military leaders and top newspaper executives and correspondents. He read, for example, a letter from Richard Tregaskis, noted war correspondent, who wrote, "as a correspondent who saw Park Chop Hill at the time of some of the battles there, I can say this is it. You have done a great service to the country in presenting this great film."

'Delighted by Reactions'

Because of reactions like these and preview cards which were 80 per cent or more in favor of the Melville production, Bartlett said that he and Peck "are both delighted we made it, whether we make money with it or not."

One of the things Bartlett feels will definitely add to audience interest in the film is that most of its 63 speaking parts are filled by players who have never appeared in pictures before, thus eliminating the process of personality identification which often blocks the over-all effect of war dramas. In the case of Peck, who stars in the film, Bartlett said that the actor "blends right in with the rest after five minutes."

No 'Glorification,' He Says

Bartlett, who has made military dramas before, "Twelve O'Clock High" among them, said that he once vowed that he wouldn't make another one "unless it said something." He feels that "Pork Chop Hill" eliminates past pictures' "glorification of war" and has a relation to present day problems, dealing as it does with "the last action an American outfit engaged in." The producer pointed out that it's a terrible thing that war brings about the best in a person."

General Maxwell D. Taylor, chief of staff of the U.S. Army was so pleased with the picture, Bartlett said, that he issued a directive urging all base commanders to cooperate with exhibitors wherever possible in promoting "Pork Chop Hill."

Opens Late in May

The picture will open throughout the country in the latter part of May, as close to Memorial Day as possible. For the occasion, the Army is currently rounding up 48 veterans of Pork Chop Hill to participate in opening ceremonies. The picture then, according to Bartlett, will have about 48 simultaneous openings, the veterans attending the key-city premiere nearest to their homes or bases.

U-I Bryna Deal

(*Continued from page* 1)

ident, and Kirk Douglas, head of Bryna. The new story is "Day of the Gun," which will be made in color with Douglas as star, and other top "names."

Bryna is currently filming "Spartacus" at Universal and has on the planning boards "Viva Gringo," to star Douglas and Rock Hudson.

The Young Philadelphians

CONTINUED FROM PAGE 1

able patron interest before the film arrives. During the recent Merchandising Conferences sponsored by Motion Picture Herald in New York, the Warner entry for discussion was "The Young Philadelphians." Outlined in detail was the selling plan for the film, which included among other things a transcontinental tour by young film personalities via Greyhound bus. Stops will be made at 12 key population centers, and in all some 34 major cities and 200 smaller towns will be covered. This is exciting promotion, and should provide an excellent opportunity for stirring enthusiasm locally in the picture.

James Gunn's screenplay uses the prologue device, where the basic background for the modern story is set. Therein is established in 1924 the fact of the marriage of Diane Brewster, poor but ambitious, to a scion of a Philadelphia Main Line society family. His desertion of her, her affair with an old friend and the birth of a son she insists on bringing up with the blue blood name are delineated. Then the story moves on to today, where Newman is the son, an outstanding student, Brian Keith the Irish contractor father, for whom he works in the Summer thinking him only a friend of his mother, and Barbara Rush is the daughter of a wealthy society lawyer, with whom he falls in love when they chance to meet.

The young man's career is carved in the law, and against the opulent setting of Philadelphia homes of wealth and law offices of distinction, is played out the story of misunderstanding, chicanery, frustration, revelation and even a murder trial, as the young man fights his way. It is a stern battle, against patronization and a desire to get ahead, and Newman demonstrates once again that he stands in the forefront of the crop of young players who have come to the screen in recent years. His support is excellent throughout, and Vincent Sherman has directed with a fine sense of balance, artfully carrying the protagonist, Newman, through the divers twists of a plot whose complications are many but develop smoothly and hold the interest continually.

Here is a film of merit, well cast with an outstanding name star, destined to get outstanding distributor promotion and which should bring substantial grosses wherever it plays.

Running time, 136 minutes. General classification. Release, May 30.

CHARLES S. AARONSON

Jane Moriarty Heads New Orleans WOMPI

Special to THE DAILY

NEW ORLEANS, April 28.—Jane Moriarty of Richards Center has been elected president of the New Orleans chapter of Women of the Motion Picture Industry (WOMPI) for the year 1959-1960. She succeeds Mrs. Lee Nickolaus.

Other officers elected at the meeting held at Variety Club headquarters, are: first vice-president, Mrs. Carmen Smith, Hodges Theatre Supply; second vice-president, Mrs. Della Favre, Paramount; recording secretary, Miss Ida Kios, Paramount Gulf; corresponding secretary, Alma Lee Malholland, MPA, and treasurer, Mrs. Anna Sinopoli, Universal.

Mankiewicz to Direct New Adler Production

From THE DAILY Bureau

HOLLYWOOD, April 28.—Joseph L. Mankiewicz has been signed to adapt and direct 20th Century-Fox's multi-million dollar CinemaScope production, "John Brown's Body," a picturization of Stephen Vincent Benet's classic poem.

Buddy Adler, 20th's production chief, will produce the motion picture, his first personal production since "The Inn of the Sixth Happiness."

New UPA Policy

(*Continued from page* 1)

months, using them as often as they wish in their theatre or theatres.

Executives of several companies producing and distributing shorts said they are apprehensive over the effect of the new UPA Pictures policy on their future sales of all shorts not alone cartoons.

"There will be many theatres," one said, "that can be practically taken out of the short subjects market for a year. Most theatres are holding pictures longer nowadays than ever before. The fewer changes of features naturally mean fewer shorts are needed.

"When a circuit gets a cartoon short every month with unlimited use, as to time and theatres, its supporting program requirements are substantially taken care of. That means other shorts distributors are bound to be hurt to some degree."

"It's a radical departure," another distributor said. "I don't know just what effect it will have but we certainly intend to watch it. Its aim very likely is to provide new production money."

UPA Pictures' new policy was announced in Hollywood last week by Stephen Bosustow, president, and Roy Haines, sales head. The latter now is on a tour of key cities taking orders for the start of the new plan late in the year.

Will Refu

(*Continued from page* 1)

because under original campaig the Academy Awards telecasts year and this were to have been with exhibitors and distributor ing the costs equally. When exh failed to raise its quota, distr footed the telecast bills.

Also under the original pla tribution was to have matched tor contributions to make up campaign fund of $2,300,000.

MPA Recalls Stellings Sugge

The Motion Picture Associa America yesterday recalled tha Ernest G. Stellings, president c atre Owners of America, rais question of having MPAA sha cost with the exhibitors, Abe gue, executive vice-president lumbia Pictures and chairman MPAA distribution committe swered that he did not feel the should be asked to share the l pointed out that during the pa years over $100,000 of joint pr exhibitor promotional activit been paid for by the MPAA, after it had been agreed that tors should share. He added th sum did not include the $1,5 that producers had paid for th two Academy Awards telecast

The advertising-publicity d committee of the Motion Pict sociation will meet May 7 scheduled to decide whether th paign materials prepared last y be made available to exhibito want them for use in regional business promotion campaign committee will seek advice on w or not there are legal or other co ations which might prevent use material in the proposed ma this time.

Theatre Owners of America the proposal that the mater made available at cost to ex who wanted them for their ow paigns. TOA also favored refu the exhibitors' contributions a it hoped those receiving them use the money to buy the ca materials for local use.

Allied States voted for refun also suggested exhibitors put o own promotions locally. Indep Theatre Owners of New Yor gested the contributions be over to the American Congress hibitors for administrative ex Metropolitan M. P. Theatres As pressed no preference.

'Night,' 'Compulsio

(*Continued from page* 1

entry was Columbia Pictures' dle of the Night."

Also invited to participate 20th Century-Fox feature, "C sion." Fox's "The Diary of Frank" is to be shown out of co tion.

It is expected that the offici entry will be screened on M S. Frederick Gronich, director Continental office of the Moti ture Export Association of A will represent the Association.

ew ABP Drive Employs TV

y PETER BURNUP

ON, April 27. (By Air Mail)
ing their all-out drive to stim-
iness in all parts of the coun-
ciated British initiates next
scheme designed to give its
ns a further publicity fillip
the medium of TV advertis-
t film chosen for the treat-
Herbert Wilcox's "The Lady
re", a musical starring Frankie
, Janette Scott and Anna

xploitation will take the form
l commercials on TV con-
nto a three-day period in or-
provide the biggest impact.
he maximum number of thea-
benefit of the campaign Asso-
ritish-Pathe has arranged a
release of "The Lady is a
in the Midland and North-
reas.

Newspapers Aiding

for the selection of the North
lands as a testing area for the
ased upon the premise that a
pported by major newspaper
s during its initial showings
n's West End and subsequent-
capital's suburbs, and that
fforts require to be made to
the campaign's tempo in key
l centres.
the will continue to take ma-
in provincial and local news-
the TV campaign will be an
separate project.
ommercials were made at a
suburban theatre when "The
a Square" had started out on
al release. They represent en-
comments of patrons leaving
atre. The commercials have
eduled to appear at key times
ach of the three days and so
as to reach all members of a

rt 'Al' Grosses nuing Fast Pace

on Allied Artists' "Al Ca-
ow that the film is continuing
smash" business in all situa-
cording to Morey R. Gold-
ce-president and general sales
of the company. Figures
over the weekend show that
one" has maintained its pace
York where the film is playing
Victoria Theatre. Now in its
ek at the Broadway house,
" brought in $21,000 in the
days of the week.
n, where Burrows-Ackerman
on is playing the Paramount
reported $7,000 in the first
s of the second week, follow-
rst week gross of $21,000. In
New Jersey at the Proctor's
ding for a $10,000 third week
inging in $23,000 and $14,000
first and second weeks respec-
lso in New Jersey at the State
the first three days of the
week have recorded $6,500 fol-
a $16,000 first week.

Television Today

'Live' Facilities of ABC-TV Are Expanded

Expansion and improvement plans designed to give ABC Television the most advanced TV network "live" programming facilities in New York and Hollywood were announced yesterday by Frank Marx, ABC vice-president in charge of engineering.

In New York, a new "push button" theatre-studio, equipped with the latest in lighting, audio control consoles, a new special effects amplifier, a newly designed transistor video switcher and improved control booths for audio and video engineers and directors, will be built.

In Hollywood, a new service building, the second major building in ABC's long range Hollywood development plan, and a studio for KABC-TV will be constructed and the present theatre-studio will be remodeled and expanded.

"These new 'live' facilities will be ready by fall," Marx said. "With their competion the ABC Television Network will be able to accommodate the most elaborate 'live' dramatic or musical show a producer can conceive."

'Five Fingers' Spy Series Is Sold to NBC-TV

Martin Manulis, executive production head of 20th Century-Fox Television, has announced the sale of "Five Fingers," international spy series, to the National Broadcasting Company for its fall schedule.

Produced by Herbert Bayard Swope, Jr., "Five Fingers" will go into full production next month, with Robert Stevens directing. Mike Romanoff will be a regular in the action dramas, which star Al Hedison and Luciana Paluzzi.

"Five Fingers" is the fourth series sold by the 20th-Fox TV subsidiary within the past several weeks, and gives the operation representation on all three major networks. ABC has purchased "Adventures in Paradise," while CBS has taken both "The Many Loves of Dobie Gillis" and "The Last Frontier."

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

AFTER personally visiting the control rooms of studios 8E and 5A in Radio City and witnessing the deft and accurate handling of the controls by several executives who were obliged to take active and manual steps to keep programs on the air during the unexpected NABET strike, we come to the conclusion that the following young execs rate being called most WRCApable; Steve White, program manager; Len Weinles, executive producer of "Pulse"; Bud Ford, production supervisor; Charles Scandino, traffic supervisor; Mike Lannon, promotion manager; John O'Keefe, publicity manager, (plug over.) . . . For the record, Carol Reed, the charming "weathercaster" on CBS-TV, is an accomplished pianist and is also the featured vocalist for the new Golden Crest Album, "Come Rain or Come Shine." . . . Producer Walt Framer invited to attend the preem of "For Love Or Money" audience-participation quizzer in London, June 6 TVia ABC-TV. . . . Ace Jazz trumpeter Maynard Ferguson takes his band to Europe this Fall to shoot 26 fifteen-minute jazzicals featuring top Continental Artists. . . . And while on the crazy, man, crazy kick we'll relay Johnny Carson's dilly about the two bop musicians who went fishing in a Florida swamp. Said the first one, "An alligator just nipped me in the leg." "Which one?" asked the other cat. "How should I know?" replied the first, "all these alligators look alike to me."

☆ ☆ ☆



Charles Sanford

A new production firm, Robert Behr-Gilbert Stanley Kahn, has been formed and will invade Broadway this winter with a new musical play "Promenade," book, lyrics and music by Robert Behr. Charles Sanford, one of TV's most outstanding conductors, has been named music director for the company and will also conduct the orchestra. . . . Mike Stokey's "Pantomime Quiz" moves from night time to day time (12:30-1 P.M.) Monday, May 11, across the board TVia ABC. Originating in New York, the charade will feature guest stars and contestants selected from the audience. . . . Howard Todman, Goodson-Todman exec, leaves for Europe May 13 and will return about mid-June. . . . NTA International, Inc. will offer to TV stations all over the world, 37 20th Century-Fox feature film presentations, according to Prexy Harold Goldman. Included are "Portrait For Murder," "Crackup," "Lynch Mob," "The Empty Room," "Back Bay Romance" and "Man On A Ledge." . . . VET newshawk Ed Hymoff, has been named director of news and special events for WMGM by head man Arthur Tolchin. . . . The VHRTG (Veterans Hospital Radio and TV Guild founded by lovely and talented Jean Tigue with the help of Carl (Donahue & Coe) Rigrod, rates a 24-gun salute for the wonderful entertainment and rehabilitation provided for thousands of hospitalized vets these past 11 years. Tunesmith Alex Kramer, likewise rates a low bow for his unselfish years of service as president for the past four years.

Christensen Joins UA As Regional Manager

Howard Christensen has joined United Artists Television Inc., as regional sales manager out of the Central Division, it was announced by Bruce Eells, executive vice-president of United Artists Television. Christensen, who makes his headquarters in Chicago, will handle the Central Division's network sales as well as that area's national advertisers on a selective market basis.

Christensen, a well-known television figure in the mid-West, has headed Howard Christensen Productions for the past seven years, producing and selling to television as well as managing and booking talent. Prior to setting up his own company, he was vice-president and TV and radio sales manager of General Artists Corp. in Chicago.

Wilbur to Retire From NBC-TV Network

Edwin C. Wilbur, supervisor of network liaison for the NBC-TV Network, will retire on May 31 after completing 30 years of service with the National Broadcasting Company.

In recent years, Wilbur has been in charge of coordinating all remote television pickups with network operations. As a result of his accomplishments in this area, he was selected last year to accept, on behalf of NBC, an Emmy Award for "best engineering or technical achievement."

Smith Leaves Official

Stan Smith has resigned as vice-president of sales for Official Films, Inc., effective immediately. Prior to his association with Official, Smith was ABC-TV eastern sales manager.

PEOPLE

Ed Smith, for the past four years assistant publicity director of Screen Gems, Columbia Pictures subsidiary, has been named national feature editor in the publicity department of the parent company. **Sterling Smith,** formerly art editor in the West Coast office of "Photoplay Magazine," has been made art editor at Columbia. Both appointments were made by **John Flinn,** Columbia studio director of publicity and advertising.

□

Millie Perkins, star of 20th Century-Fox's "The Diary of Anne Frank," will be guest of honor at a luncheon in Washington tomorrow. Her host will be Rep. Widnall (R., N. J.). Miss Perkins is a native of Fair Lawn, N. J.

□

Jay Kimmell, who recently leased the Fairfield Drive-in Theatre, Richmond, from the Glenlea-Benson Corp., has reopened on a seven-day operational basis, with two shows nightly and three or four changes of programs per week.

□

Martin Anisman, who has been a house manager for Stanley Warner Theatres in the Philadelphia area for the past 31 years, has resigned to join A. M. Ellis Theatres in that city as a district manager.

□

V. C. Smith, operator of a group of drive-in theatres in the Atlantic City, N. J., area, has added to his circuit the Hamid theatres at the resort, with the exception of the Steel Pier and the Warren.

□

Jerry Lewis, who will be in New York next month to begin shooting on "Visit to a Small Planet," will entertain at the Founders Day Dinner of the Eleanor Roosevelt Institute for Cancer Research at the Hotel Astor on May 23.

□

William Doyle has resigned as sales manager for the Philadelphia branch of United Artists. His future plans have not yet been revealed.

□

Vincent P. McDevitt, Philadelphia attorney who is a member of the directorate of Trans-Lux Corp. of Washington, D. C., has been named a vice-chairman of the lawyers division of the Philadelphia Fellowship Commission, human-relations organization in that city.

Two More Join TOA

Two more theatres, both in South Carolina, have joined Theatre Owners of America, it was disclosed here this week at TOA headquarters. J. Lawrence Goldsmith has enrolled his Carolina Theatre of Sumter, and the Consolidated Theatres circuit has taken out membership for its Augusta Road Drive-in Theatre of Greenville.

REVIEW:

Darby O'Gill and the Little People

Disney—Buena Vista

WALT DISNEY, whose touch these days will turn almost anything—including a shaggy dog—into pure gold, has here embraced an Irish fantasy chock full of leprechauns and Gaelic sentiment. The Darby O'Gill of the title is a cheerfully lazy old codger who lives in the tantalizing expectation of one day tricking his wiley, pint-sized friend, King Brian of the Leprechauns, into granting him three wishes. Their story, essentially a variation on a Pat and Mike routine, has been beautifully photographed in Technicolor with some extremely slick camera trickery and is robustly acted by several top Irish actors, notably Albert Sharpe, Jimmy O'Dea and Kieron Moore.

Also prominent in the cast are Janet Munro, an especially fresh and appealing lass who is seen as Darby's daughter; Sean Connery and Estelle Winwood.

Based on the "Darby O'Gill" stories by H. T. Kavanagh, the screenplay by Lawrence Edward Watkin is set in a small turn-of-the-century Irish village where Darby is something of a personage because he is the caretaker for the local lord. When the latter decides, quite benevolently, to retire Darby and install handsome young Connery as caretaker, Darby sets about to capture the leprechaun king to get himself a pot of gold which will insure happiness for himself and his daughter. He does capture King Brian, but he foolishly loses his wishes. There are further complications when Miss Munro, who is being pursued by Moore, the town bully, falls in love with Connery.

The various problems are resolved in a melodramatic final sequence wherein Darby and King Brian join forces to save the life of Miss Munro, who is being pursued by the banshees, and to unite the true young lovers.

The special photographic effects are excellent, particularly in the scenes where the life-sized Darby joins the 21-inch-tall leprechauns in their underground hideaway, and where Darby and King Brian stage a drinking match in Darby's barn. Equally remarkably but also weird are the climactic sequences in which Darby fights off the predatory banshees in the midst of a wicked thunderstorm.

Being a Disney production, and having the mark of Disney quality all over it, "Darby O'Gill" is an immensely exploitable motion picture. It may be, however, that its leisurely pace, lack of action and heavily accented Irish humor will leave the very young members of the audience quite restless. Not to be overlooked in the way of exploitation are two songs, "The Wishing Song" and "Pretty Irish Girl." Robert Stevenson directed.

Running time, 93 minutes. General classification. Release, in July.

VINCENT CANBY

New Canada Producer Busy on 2 Features

Special to THE DAILY

TORONTO, April 28. — A new Canadian production company, Westminster Films, has two theatrical features in preparation. Principals are Don Haldane, Roy Krost and Lee Gordon. The company now making safety spot films for TV, will concentrate on industrial films and several filmed series and commercials for TV at the start.

Haldane comes from the National Film Board.

Krost Trained in England

Krost came from England about two years ago and has directed and produced several films in the United Kingdom.

Miss Gordon, who is actually Mrs. Haldane, has been in Hollywood acting as script supervisor or film editor on five features and associate producer on three more. She was producer of "The Lost Missile."

Dick Clark to Make Debut in 'Harrison'

Television star Dick Clark will make his motion picture debut in the screen adaptation of the new novel, "Harrison High." Announcement was made yesterday by Charles D. Reeves, executive vice-president of Drexel Film Corporation, which will produce the film for release through Columbia Pictures.

Filming is tentatively scheduled to begin in July. "Harrison High" is the first property purchased by Drexel Pictures as part of the recently-concluded deal with Columbia to deliver two pictures within the next two years.

Mrs. Fickensher Dies

CLEVELAND, April 28. — Word has been received here of the death in St. Cloud, Fla., of Mrs. Henry Fickensher, wife of the former owner of the Galion Theatre, Galion, O., and sister of P. E. Essick, president of the Modern Theatre Circuit here.

Horror Fil

(*Continued from page 1*

that his "I Was a Teenage wolf," which cost $150,00 grossed $2,000,000, could no pete against the current crop ror pictures which boast wid techniques, color and lavish tion mountings.

For this reason, "Black M his latest, has all these values new technique known as Vista," Cohen said. The tec developed by Emile Franchel, in a 12-minute prologue to th ish-made melodrama, and is de as offering "a psychological in to project your emotions in story on the screen."

For 101 Houses Here

Released by American Inter al Pictures, "Black Museum" at 101 theatres in the New metropolitan area today, backe $40,000 advertising and p budget. George J. Waldman, of the American Internationa chise here, said that the pictu eventually play 600 accounts New York area.

Cohen has ordered 350 pri "Black Museum" and will tr them from territory to territo ter New York, saturation o will be held in the Boston and areas, with other dates still to The picture has a national adv and publicity budget of $2 said to be greater than any p American International release

First Under AIP's New Pol

"Black Museum" is the f American International's new of high budget films, Cohen sa clining to reveal its actual cost

Paley Chief Barker Of N.O. Variety Clu

Special to THE DAILY

NEW ORLEANS, April 28.— Paley, advertising and publicity tor of the Paramount Gulf Th has been elected chief barker city's Variety Tent No. 45. Pale ceeds George Nungesser who earlier this year.

Other Officers Stay

Other officers remain the sa the balance of the year and ar liam A. Holliday, first assistant barker; Samuel A. Wright, assistant chief barker; Alvin H property master; Carl J. Mabry, guy. All of the officers are me of the tent's board of directors. on the board are Page M. Baker, rice F. Barr, Joel Bluestone, D Brandon, Roy J. Nicaud, Jo Richards and Don Stafford. Harr was elected to serve on the bo the meeting.

'James' at Astor May

United Artists' "Alias Jesse J starring Bob Hope, will open Astor Theatre here, May 16.

All News that News

MOTION PICTURE DAILY

Concise and to the Point

, NO. 82 NEW YORK, U.S.A., THURSDAY, APRIL 30, 1959 TEN CENTS

uesday

E to Send ·ling, Frisch Wage Meets

in Presenting Against Bill

American Congress of Exhibi- ounced yesterday it will send resentatives to Washington to efore the Senate Labor Com- earings on the Kennedy mini- age bill. Hearings will start day.

senting ACE will be Philip ng and Emanuel Frisch. Pre- set to appear to present the 's case are A. Julian Brylaw- rman of the legislative com-

Continued on page 2)

290,000 Shares Vometco Stock

condary offering of 290,000 of Wometco Enterprises, Inc., common stock, headed by l Wolfson former TOA presi- as made yesterday by a na- e underwriting group man- y Lee Higginson Corporation. ock is priced at $10.75 per

s are being sold for the ac-

Continued on page 2)

d Misinformed on Price Increases

rom THE DAILY Bureau

HINGTON, April 29. — A res- criticizing National Screen for a general price increase of cent was adopted by the spe- eting of the Allied States board pril 19 on the basis of errone-

(Continued on page 3)

VISION TODAY—page 8

National Theatres' Net Income Rises To $903,838 for 26-Week Period

From THE DAILY Bureau

LOS ANGELES, April 29.—Consolidated net income of National Theatres, Inc. and its subsidiaries for the 26 weeks ended March 31, was $903,838 or 34 cents per share as compared with $743,897 or 28 cents per share for the first 26 weeks of the preceding fiscal year, it was announced today.

These amounts include gains (net of Federal taxes) from the disposition of interests in theatres and properties of $259,000 or 9 cents per share for the current period which compares

(Continued on page 2)

Three-Year Run Planned For 'Ben-Hur' at State

M-G-M's "Ben-Hur" has been booked into Loew's State here to open around Thanksgiving Day for a contemplated run of three years. The film will be shown on a reserved seat basis.

Signing of the contract took place today in the office of Eugene Picker, president of Loew's Theatres, Inc. Representing M-G-M were Jack

(Continued on page 7)

Treasury Tax Ruling on Soviet Films Due Soon

From THE DAILY Bureau

WASHINGTON, April 29. — The Treasury Dept. has made no ruling yet on taxation of the Soviet films being brought into this country under the State Department's cultural exchange agreement, it was stated today. A decision is expected to be made within the next week, however.

The film exchange agreement pro-

(Continued on page 7)

Skiatron Still Studies Plans for Toll-TV Test

Skiatron Electronics and Television Corp. is conducting "intensive studies" into the prospects of conducting a toll-TV test in accordance with rules set forth last month by the Federal Communications Commission,

(Continued on page 8)

'Hot' Gross $2,585,120 In 96 Bookings to Date

United Artists' "Some Like It Hot" has rolled up a total gross of $2,585,-120 in only 96 playdates across the country, it was announced by William J. Heineman, vice-president in

(Continued on page 3)

Cinerama Booked in Long Island Theatres; To Set Other Dates in Smaller Towns

Cinerama, hitherto limited to major metropolitan city engagements, has been booked into the Syosset Theatre in Syosset, Long Island, starting June 17 as the first of a planned series of engagements in other smaller locales throughout the U.S. This was announced here yesterday by B. G. Kranze, vice-president of Stanley Warner Cinerama Corp.

The Long Island theatre will begin with "This Is Cinerama" and then show the other four completed productions, "Cinerama Holiday," "Seven Wonders of the World," "Search for Paradise," and "Cinerama South Seas Adventure." The last-named will end a run at the Warner Theatre on Broadway May 17.

The Syosset Theatre will undergo "extensive interior reconstruction" to install the Cinerama process, it was stated. Kranze negotiated the deal with Sala Hassenin of Skouras Theatres.

For ACE Meet

MPA Unit Has Limited Area For Discussion

Trade Practices Are Out; Like Compo Participation

The recently appointed exhibitor relations committee of the Motion Picture Association is not empowered to commit the Association or individual members to any course of action, it is learned.

The committee, consisting of Spyros Skouras, 20th Century-Fox president; Arthur Krim, United Artists president, and Eric Johnston, MPAA president, is scheduled to meet with representatives of the American Congress of Exhibitors here on May 12.

While the committee's lack of authority limits the effective action it is capable of taking, some observers believe it is possible that the circumstance increases the range of subjects which the committee is free to discuss.

However, distribution officials em-

(Continued on page 7)

'Life' Performance Tops for 'U': Martin

Universal - International's "Imitation of Life," which has opened in over 300 engagements in the first six weeks of its release, is rolling up the biggest grosses and longest holdovers in company history, Henry H. Martin,

(Continued on page 3)

Soviet May Decide on B'way Showcase Today

From THE DAILY Bureau

WASHINGTON, April 29. — U. S. Information Agency film chief Turner Shelton will be in New York tomorrow to meet with Soviet officials and

(Continued on page 3)

ANOTHER EMBASSY PICTURES RELEASE

JOSEPH E. LEVINE presents

APHRODITE, GODDESS OF LOVE

DYALISCOPE · In EASTMAN COLOR by PATHE

She was spawned by the raging sea and ruled men and gods!

PERSONAL MENTION

MARTIN S. DAVIS, Paramount's assistant director of advertising-publicity, will return to New York today from Hollywood.

•

CHARLES EINFELD, vice-president of 20th Century-Fox in charge of advertising-publicity, left New York by plane yesterday for Europe.

•

ROY HAINES, newly-appointed sales chief of UPA Pictures, has left Hollywood for Chicago, after which he will come to New York, where he will make his headquarters.

•

BASIL KEYES, member of the Walt Disney production staff in England, returned to London from New York yesterday via B.O.A.C.

•

STANLEY KRAMER, producer, has returned to Hollywood from Australia by way of Honolulu.

•

BERT ORDE, of "Redbook," will leave New York at the weekend for the Coast.

•

FRED BRAHMS, of the casting department at 20th Century-Fox, will leave here tomorrow for a four-week trip to London, Paris and Amsterdam.

•

CECIL PARKER, British actor, will return to London from New York today via B.O.A.C.

•

PAT SAMPLER, daughter of CLYDE SAMPLER, office manager for Buena Vista in Atlanta, will be married there on June 7 to JAMES HOLT.

•

JACK LAMONT, European sales chief for the new Grainger-Bogeaus company, Inter-Continental Releasing Organization, has arrived in Hollywood from Paris.

•

CARROLL BAKER has arrived in London from New York and will visit Paris and Rome before returning to Hollywood in a few weeks.

•

LARS COLONIUS, president of Lars Colonius Productions, Inc., will leave New York tomorrow for an extended trip to England, France, Russia and Scandinavia.

•

DANNY KAYE has arrived in New York from the Coast.

•

ILYA LOPERT, president of Lopert Films, accompanied by his daughter, TANYA, will leave here tomorrow for Europe via B.O.A.C.

Nat. Theatres

(*Continued from page* 1)

with $170,000 or 6 cents per share for the corresponding period of last year.

For the 13-week period ended March 31, 1959 the consolidated net income of National Theatres and subsidiaries was $541,000 or 20 cents per share compared with $678,000 or 25 cents per share in the corresponding quarter last year. Net gains and losses from the dispositions of interests in theatres and properties were insignificant in each of these periods, it was stated.

Sold 26 Houses

The company disposed of 26 theatres during the first half of its fiscal year.

The net income does not include National Theatres' newly acquired subsidiary, National Telefilm Associates, Inc. NTA was acquired April 6 when National Theatres obtained 88 per cent of the common stock in an exchange offer.

Offer 290,000 Shares

(*Continued from page* 1)

count of several stockholders. An additional 35,000 shares are being sold by certain other stockholders to officers and employees of the company. All of the proceeds from both sales will be received by the selling stockholders. All the stockholders as a group will continue to own 35,000 shares of class A common stock and 540,000 shares of class B common stock after completion of this sale.

The company owns and operates television stations in Miami, Fla., and Asheville, N. C., in addition to a chain of 22 theatres, of which 20 are located in greater Miami and the remaining two in Palm Beach and Tampa.

Capitalization Itemized

Pro forma consolidated capitalization of the company as of Jan. 3, 1959, consisted of 363,730 shares of class A and 540,000 shares of class B common stock of $1 par value, $1,725,486 of long-term debt and $750,000 of short-term bank debt.

The company reported consolidated total income on a pro forma basis of $9,366,098 for 1958 and net income of $588,737, compared with $9,273,084 and $833,344 for 1957.

'Capone' Gross Grows

Business for "Al Capone" at the Victoria Theatre here for the fifth week topped grosses of both the third and fourth weeks, Morey R. Goldstein, Allied Artists vice-president and general manager, announced yesterday. Figure for the fifth week is $27,127, comparing with a third week at $25,006 and fourth, $22,947.

Directors Nominate Four Films for Award

From THE DAILY Bureau

HOLLYWOOD, April 29. — The Screen Directors' Guild members have selected four pictures for directorial achievement during the first three months of 1959. George Sidney, Guild president, announced the features chosen for outstanding direction are: U-I's "Imitation of Life," director, Douglas Sirk, assistant director, Frank Shaw; 20th's "Rally 'Round The Flag, Boys," director Leo McCarey, assistant director, Jack Gertsman; Warner's "Rio Bravo," director, Howard Hawks, assistant director, Paul Helmick; Disney-Buena Vista's "The Shaggy Dog," director, Charles Barton, assistant director, Arthur J. Vitarelli.

Features selected for the first three months of the year will compete for Guild's 1959 directorial achievement final awards.

Adams Heads ASCAP; New Cunningham Post

Stanley Adams was elected president of the American Society of Composers, Authors and Publishers by the Society's board of directors this week. He succeeds Paul Cunningham, who was elected by the board to serve as director of public affairs, a salaried position.

Other officers elected at the board meeting are: Louis Bernstein, vice-president; Otto A. Harbach, vice-president; Deems Taylor, secretary; Frank H. Connor, treasurer; Arthur Schwartz, assistant secretary, and J. J. Bregman, assistant treasurer.

Benefit Performances For 'Anne' in Phila.

Special to THE DAILY

PHILADELPHIA, April 29. — A number of benefit performances in addition to its premiere are scheduled for "The Diary of Anne Frank." Motion Picture Association of Philadelphia will sponsor the premiere on Wednesday evening, May 13, at William Goldman's Midtown, to benefit the organization's welfare fund. Delaware Valley Region of Women's American ORT is sponsoring the performances on opening day, Thursday, May 14; and the local Histadrut Campaign is sponsoring the evening performance of Sunday, May 17.

M. H. Books 'Girl'

M-G-M's "Ask Any Girl" will be the next attraction at Radio City Music Hall, following the engagement of the same company's "Count Your Blessings."

Harling, Fr

(*Continued from page*

mittee of Theatre Owners
ca, and a TOA vice-pre
Floersheimer, executive d
TOA, and Frank Lyndon, o
England unit of Allied Stat
dition, exhibitors from othe
the country are expected
briefly.

The Kennedy bill would
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specifically covered by the
exhibitors fear the Labor D
would include them under
posed legislation if it is en

Warn of Results

Harling and Frisch said
it is their understanding th
includes theatres within its
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declared that inclusion of
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for the industry, and tha
ACE they would register
quest for theatre exempti
added that not to appear
the risk of having theatres
in the bill's provisions by d

UA Buffalo Exch To Fete Exhibito

Special to THE DAIL

BUFFALO, N. Y., April
dependent exhibitors, circ
and film buyers in the ups
York area will attend a 40th
sary birthday party and scr
May 6, at United Artists'
here. Buffalo branch mana
Topal and UA sales repre
at the party will be Arthu
zone manager, Paramount
Andy Gibson, buyer and boo
son Theatres; William Dipso
operator, Dipson Theatres
Balser, buyer and booker, Ba
tres; George McKenna, gen
ager, Lafayette Theatre; Myr
buyer and booker, Cooperati
tres; Mannie Brown, buyer a
er, Tip Top Theatres; and E
zone manager, Loew's Thea

Through May, UA's 33 br
the United States and Canad
holding special birthday pa
screenings as part of the c
year-long 40th Anniversary
tion.

L. J. Brunner Die

Louis J. Brunner, father of
Brunner, manager of Loew's
Theatre, Jamaica, died here
Burial will take place Saturd
Mary's Cemetery, Yonkers,
a requiem mass at Our Lad
of Martyr's Church.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News
Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman,
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Clu
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondent
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Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, V
dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tim
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

PEA to Join in S.S. Festival

companies of the Motion xport Association will par- the San Sebastian interna- festival, it was agreed at a of the MPEA board this e members were also ad- they must submit entries rlin Film Festival from June 7 by May 20 for screening stival committee and selec-

ard also reviewed terms un- MPEA members and inde- producers are to conduct ns with the Soviet Union in ural exchange agreement. ms were implemented in a n the United States Informa- cy of April 2.

eral Approval Necessary

stressed that the terms in- icial approval of the De- of State of all individuals or ns conducting discussions; saction must be discussed and concurred in by it; films by the Soviet must be ap- y the Department; and any co-production of pictures approved in advance by the nt.

matters discussed by the lude the current trip of Rob- Corkery, vice-president in the Latin American Divi- uba for discussions on labor and the status of the Italian ICA agreement. The latter for renewal on August 1.

'Showcase'

(Continued from page 1)

nal selection can be made of ork City theatre to show a m program starting in late e Russian government wants a wide-screen film program -run midtown theatre simul- with the Russian Trade Fair oliseum, but so far has been ouble deciding on the thea-

edly, the Mayfair is in the e choice for a showcase for erama-type Soviet process, Cine-Panorama. Like Cine- process uses three cameras ng and three projectors in the t is said to use nine instead ama's seven sound tracks.

Films in New Medium

ictures have been produced stem, "How Wide My Coun- 957, and "The Magic Mirror" Both are 90-minute Soviet e-documentaries and will be gether here. The Soviet gov- will pay all expenses of con- e theatre chosen to the pro- will rent the house for an period.

. S. is expected to be rep- by a simultanous showing in of the Walt Disney produced a of U. S. scenes which was the recent Brussels Fair.

'Life' Tops for 'U': Martin

(Continued from page 1)

general sales manager, said yesterday in reviewing the performance of the picture thus far.

New openings late last week continued the trend, Martin said. Even where receipts have not been ahead of "The Glenn Miller Story," the holdover power is ahead of that top-grosser, he declared.

Very Strong in Chicago

Martin noted that the picture was continuing to roll up top business at the Roosevelt Theatre in Chicago, where it had its world premiere on March 17, with indications that it will continue indefinitely. He also pointed out that the picture was running extra weeks in many situations beyond the number usually played by previous U-I pictures such as the record six weeks at the Hippodrome in Cleveland; the three weeks in Atlanta and Eric and indications of a record length of run at the Fulton Theatre in Pittsburgh.

Turning to the company's day-and-dating of "Imitation of Life" in white and colored theatres in the South and in Baltimore and Washington, Martin said that the picture would play six weeks at the theatre in New Orleans first-run while it is rolling up a record five-week run at the Joy Theatre. Day and dating in Washington and Baltimore is proving that the colored theatres can even outgross the white theatres.

Second Week Like the First

Martin said that the initial week's business at the Roxy Theatre in New York was the best of any picture to play the house since Robert L. Rothafel and his associates took over operation of the theatre last September and that the second week was continuing just as big.

Name Schlaifer Fellow Of Psychiatric Assn.

Special to THE DAILY

PHILADELPHIA, April 29. — The American Psychiatric Association today elected Charles W. Schlaifer an honorary Fellow at its annual meeting here.

Schlaifer, one of the most active laymen in the field of mental health, was co-author of a paper presented at the meeting on the studies of the Joint Commission on Mental Illness and Health, an organization of which he is secretary-treasurer.

Only other two honorary Fellows of the Association are Dr. Frank Bane of Chicago and Dr. Constantin Bykov of the Pavlov Institute, Leningrad, U.S.S.R.

Allied Misinformed

(Continued from page 1)

ous information, Allied headquarters disclosed today.

Abram F. Myers, Allied board chairman, released copies of a letter from Herman Robbins, NSS board chairman, which said the price increases "relate to only a very small part of our product"—standard accessory items, and only to those served on a "lease," not a rental, basis.

Robbins also stated that where increases are being sought by NSS to bring them more in line with current increases in costs, this is being done by individual negotiation with situations which have enjoyed status quo rates for many years.

Animators Form Group

Producers of animated films in the New York area have formed the Animation Producers Association "to work together for common industry aims and standards." Simon Sheib has been retained as counsel. Offices will be at 60 West 42nd Street.

Gross for 'Hot'

(Continued from page 1)

charge of distribution. Revealing the figure, Heineman said, "Judging from returns from this limited number of dates, 'Some Like It Hot' is certain to become one of the greatest grossing pictures in United Artists' 40-year history."

Heineman said the Mirisch Company presentation is holding over for a fifth, sixth and seventh week in key engagements.

Sneak Shows for 'Girl'

Following a favorable sneak preview of "Ask Any Girl" at Loew's 72nd Street Theatre here Tuesday night, Jack Byrne, M-G-M's vice-president and general sales manager, is setting a series of advance sneak previews in all exchange centers.

Byrne sent wires to all his branch managers yesterday advising them to schedule the previews as soon as prints are available.

Safier Forms Company

HOLLYWOOD, April 29. — Morris Safier, film row veteran, has announced formation of his own distribution company to handle from 12 to 18 pictures a year in 11 western states. Now in New York, Safier has slated five films. He returns May 10.

Dick Martin Dies

ASHLAND, Ky., April 29. — Dick Martin 50, president and general manager of the Capitol Theatre here, is dead.

'Young' Here May 21

"The Young Philadelphians," Warner Bros. release, will have its New York premiere at the Criterion Theatre on Thursday, May 21.

PEOPLE

Alfred W. Schwalberg, chairman of the board of Citation Films, has been named chairman of the motion picture division of the United Cerebral Palsy Drive, marking the 10th consecutive year that he has been an officer in the UCP campaign. The drive will be launched on May 8.

□

Donald R. Phillips, a teacher at Hackett Junior High School, Albany, N. Y., has won a year's pass, good for two, to the Strand Theatre there as first prize in the recent Academy Awards contest sponsored by the Stanley Warner Theatres in the Albany-Troy area and the "Albany Times-Union." Presentation was made by **Alfred G. Swett,** SW district manager and house manager of the Strand.

□

Andy Schectman, manager of the Stanley Warner Strand Theatre, Philadelphia, has resigned to enter another business.

□

S. Alexander Smith, of Souderton, Pa., has enrolled his Broad Theatre, of that community, in Theatre Owners of America.

□

Prichard Hobson, of the Warner Brothers booking department in Atlanta, has been elected president of Local 49, succeeding **Frank Lowery,** who has left the industry.

□

William S. Vaughn, vice-president and general manager of Eastman Kodak Co., and **John L. Collyer,** chairman of the B. F. Goodrich Co., were elected directors of the Eastman Kodak Co. at the annual meeting of shareholders in Flemington, N. J., this week.

□

Ralph Dale has been appointed manager of Sovereign Film Distributors, Ltd., Toronto, 16mm sales organization, and of Sovereign's TV division. He will supervise the sale of the company's TV library as well as the theatrical product from U.S. producers.

□

Harry Chertcoff has sold his Lemoyne Theatre, Lemoyne, Pa., to Heckert Buildings, Inc., for $70,000. The property included the former Lemoyne Hotel building.

□

Charles Teitel has been engaged as exclusive representative for Times Film Corp. in the Chicago and Milwaukee exchange territories.

□

Joe Johnson, formerly with MGM in Atlanta for a number of years, has joined the booking department of Columbia Pictures in the Georgia capital.



WHAT A JANE!
WHAT A JOY!
WHAT A JUST PLAIN WONDERFUL PICTURE!

Like
"IT HAPPENED ONE NIGHT"...
"IT HAPPENED TO JANE"!

Like
"MR. DEEDS GOES TO TOWN"...
"JANE"'ll go to town!

It's Columbia's
big-and-different
family picture
this year...
and count on it,
the whole
moviegoing
nation is
one big
family!

DORIS DAY
JACK LEMMON ERNIE KOVA
and **SAM** the lob

CO-STARRING
STEVE FORREST · SCREENPLAY BY NORMAN KATKOV · MAX WILK and NORMAN KATKOV · FROM A STORY BY RICHARD QUINE · PRODUCED & DIRECTED BY MARTIN MELCHER · EXECUTIVE PRODUCER AN ARWIN PRODUCTION · IN

UR WAYS TO PICK A WINNER:

E
ATRON
ING
AIGN!

ve ads and
ith built-in
ee values! TV
o Spots,
and Exploita-
ures! A million
selling values
a million! The
y pressbook
whole
ory!

GET
THE TICKET WINNING TRAILERS!

Theatre trailers tell the joy and sell the joy of "Jane." Get them at National Screen.

And SPECIAL! FREE! 2 great gimmick teaser trailers that leave 'em laughing, and lead 'em right back to the theatre!

PLAY
THE HEART WINNING MUSIC!

Part of the oversized overall promotion of two of the happiest, homiest song hits ever recorded by Doris Day: "BE PREPARED" and "IT HAPPENED TO JANE"!

WATCH
THE RAVE WINNING PREMIERE!

BOSTON
MAY 13
AT THE
ASTOR
FROM COLUMBIA!



IT... ...HAPPENED... ...TO... ...JANE"

GUEST STARS
BILL CULLEN · DAVE GARROWAY · STEVE McCORMICK · JAYNE MEADOWS · GARRY MOORE · HENRY MORGAN · BOB PAIGE · BETSY PALMER

JUST PUBLISHED . . .

The 1959 Audit of Personalities of Motion Pictures and Television

FAME



PRICE PER COPY
THREE DOLLARS

QUIGLEY PUBLICATIONS, 1270 Sixth Avenue, New York

tional

e-Selling

ING the filming of "Heller th a Gun," photographer Hey- uene remembered the post- ade of famous actresses who he grand opry houses during nineties. Sophia Loren in this ramount film plays just such ss. Huene posed Sophia in the s worn by lovely ladies of the and "Life" displayed these n a color spread in the April

•

y Kaye plays a living person first time in "The Five Pen- He plays the part of "Red" jazz cornetist and popular d bandleader of the 1920's, hit music to tend his little r when she contracted polio. Miller outlines this story of a sacrifice for his daughter in y issue of "Seventeen." The upported by a set of splendid made during the filming of ve Pennies." Barbara Bel Ged- s the part of "Red's" vocalist e.

•

pure entertainment 'Some Hot' can't be beat. It's fast- lively and so funny you'll see it twice," reports Florence in the May issue of "Red- nd she selected this new U.A. the picture of the month for

•

nt Your Blessings," starring Kerr, Rossano Brazzi and Chevalier, was advertised on le of contents page in the issue of "The Saturday Eve- st." This new MGM film is ying at Radio City Music Hall.

•

aret Leighton who played a n lady in "The Sound and The was interviewed at Sardi's by 's" motion picture editor for issue. This 20th-Fox film is tization of the first great work l Prizewinner William Faulk- nne Woodward and Yul Bryn- the film's stars.

•

does the screen see a drama with intense emotion as in n of Life," according to ay's" May issue. The review- his new U.I. film an excellent nd said Lana Turner never leeker or more beautiful.

•

Bravo" is a slam-bang drama arly West, reports Ruth Har-

bert in the May issue of "Good House- keeping." "Excellent direction and characterization makes this Warner film entertaining adult fare." Its stars John Wayne and Dean Martin are supported by Walter Brennan and Ricky Nelson.

•

Audrey Hepburn, who was cata- pulted off a horse during the filming of "The Unforgiven" in Mexico, was flown to a hospital in Hollywood for treatment. According to the April 26 issue of "American Weekly" she re- turned to location in Mexico after she had recuperated and said "she would ride the horse that threw her before the picture was finished." Her current film in release is "Green Mansions" and this will be followed by Warner's production of "The Nun's Story."

•

Jon Whitcomb photographed Mari- lyn Monroe on the set of "Some Like It Hot" for the cover of "Cosmopol- itan's" March issue and wrote a cov- er story which appears in the issue.

WALTER HAAS

LMACK
AKE YOUR
PECIAL
AILERS
10 Years of Experi- ence have taught us the "Know-how" of making Special Trailers . . . Try us with your next order!
filmack 630 Ninth Ave. NEW YORK, N.Y.

Limited Area for MPA Talks

(*Continued from page* 1)

phasize that the May 12 meeting, in their view, at least, is not to be regarded as a "roundtable conference," such as exhibitors have sought with distributors for some years past, without success.

"We view it as an organizational meeting," one executive said. "Its proper area of discussion might be what ACE is, what its program and aims are, and an exchange of views on those subjects. We don't believe that film rentals, individual sales policies, competitive trade practices and the like can or will be discussed."

Trade Practices Included

In forming its program some months ago, however, ACE included numerous trade practices in the program assigned to its exhibitor-producer-distributor relations committee, and implied that they would form the basis of any discussions that were held with company representatives. It is known however, that ACE officials currently are working on an agenda for the May 12 meeting so, obviously, it does not consider itself bound to the original programs formulated for its exhibitor - producer - distributor committee last December and February.

In this connection, it is noted that ACE named an entirely new committee to meet with the MPAA representatives, even though it includes some members of its original committee on exhibitor-producer-distributor relations. Those named to represent ACE at the coming meeting are: S. H. Fabian, national chairman; Horace Adams, George Kerasotes, Sol Schwartz, Harry Brandt and Harry Arthur.

Opposition Voiced

A major company attorney said yesterday that his company is not prepared to discuss trade practices with groups of exhibitors in the presence of competitors, and will not authorize any one else to do so.

"We can't discuss trade practices or any competitive matters jointly, unless someone has changed our anti-trust laws," he said. "If you do discuss these things, the finger is pointed at that meeting later whether you do or you don't take subsequent action. Whatever you do is suspect thereafter."

Others who suggested the province of the MPAA committee is definitely a limited one, compared it with MPAA's representation at Compo meetings with, of course, exhibitors present.

Charges Frequent Refusals

"Exhibitors of a single organization have asked for meetings with the entire MPAA board at various times," he said. "They were refused. However MPAA has sat in Compo meetings with exhibitors. Now it is ready to sit with them in another meeting. The pattern is there. Hence, this is not really a changed policy on MPAA's part. Nor is it a reversal of distributor thinking on the legal questions involved in joint meetings. We see no legal problems in such a meeting as that scheduled for May 12."

Exhibitors, for their part point out that MPAA to their knowledge never before has had an exhibitor relations committee made up of board members. In fact, they say, it is the first recognition of "exhibitor relations" since Johnston, early in his tenure as MPAA president, disbanded the exhibitor relations department which had been organized by his predecessor, the late Will H. Hays, and which was headed by the late David Palfreyman.

Considered an Innovation

The Compo instance notwithstanding, the exhibitors look upon the new MPAA exhibitor relations committee as a distinct innovation, if it does not constitute a change of policy on the part of MPAA.

Needless to say, with an abundance of problems to put before the conference, exhibition is pinning high hopes on the coming meeting proving to be at least a start toward the solution of some of them. ACE officials sincerely believe the problems to be discussed are mutual ones and their solution will contribute to a healthier industry for all.

Three-Year Run

(*Continued from page* 1)

Byrne, vice-president in charge of sales; Robert Mochrie, special "Ben-Hur" representative, and Burtus Bishop, assistant general sales manager of M-G-M. Special gold pens used in closing the deal were preserved as mementoes of the pact.

Picker surprised the M-G-M executives by tendering, as a "down payment" a Roman gold coin, relic of the era of Caesar Tiberius, time of the "Ben-Hur" story.

SPG to Elect Board, Officers for Year

From THE DAILY Bureau

HOLLYWOOD, April 29. — The annual membership meeting of Screen Producers Guild will be held Monday night at the Beverly Hills Hotel. Membership will be called upon to elect seven new members to the board of directors, which, in turn, will elect new officers for the ensuing year.

Nominations for the SPG board membership are: Pandro S. Berman, Samuel Bischoff, Jack Denove, Samuel G. Engel, M. Bernard Fox, Arthur Freed, Arthur Gardener, Richard Goldstone, Clarence Greene, William Perlberg, Aubrey Schenck, Charles H. Schneer, Jerry Wald and Lawrence A. Weingarten.

Incumbent board members, whose terms are up this year, include: Hal Bartlett, Pandro Berman, Samuel Engel, Frank McCarthy, William Perlberg, Jerry Wald and Lawrence Weingarten.

Treasury Tax

(*Continued from page* 1)

vides that the seven Russian films and 10 American films involved will not be taxed by either country. However, a 30 per cent American tax on imported films' income is levied and the State Department has asked the Treasury for an exemption for the Russian films.

Correction

Due to a misunderstanding, MOTION PICTURE DAILY mistakenly reported yesterday the scheduling of a meeting of the Motion Picture Association board of directors for May 6. The meeting scheduled for that date is of the MPAA's advertising-publicity directors committee. A date for the next meeting of the MPAA board has not been set yet.

More light + slower burn= lower costs
NATIONAL
TRADE MARK
PROJECTOR CARBONS

Television Today

Skiatron Plans

(*Continued from page* 1)

but it has not reached the point of actually going into such an operation, Arthur Levey, president, told the company's annual meeting of stockholders at the Fifth Avenue Hotel here yesterday.

While toll television is still a principal interest of the company, Kenneth L. King, recently elected executive vice-president, told stockholders that Skiatron plans to step up its activities in military research and electronics.

Directors Elected

The following directors were elected by Skiatron stockholders: Levey, King, Robert A. Hall, James M. Landis, Philip A. Levey, Frank V. Quigley and Kurt Widder.

Screen Gems Offering 'Seven League Boots'

"Seven League Boots," a new half-hour documentary adventure series produced by Jack Douglas, is being put into syndication immediately by Screen Gems, it was announced by Jerry Hyams, vice-president in charge of syndication of the Columbia Pictures TV subsidiary.

Douglas, who also produced and narrated the "Bold Journey" and "I Search for Adventure" series of recent years, will also narrate the new show. He has been running "Seven League Boots" on KCOP-TV, Los Angeles, this season, and is now preparing the program for national distribution.

Destiny Productions Is Formed on Coast

From THE DAILY Bureau

HOLLYWOOD, April 29. — The formation of a new film company, Destiny Productions, Inc. with offices at the General Service Studios, was announced by De Von Stanfield, former associate producer with Robert Hinkle Productions, who will be vice-president and executive producer of the new company. James Seastrand will be vice-president and Verland Whipple has been named associate producer.

First production plans include an hour long TV pilot film, set to roll in May, entitled "The Wild Blue Wander."

Hyde Is Nominated

WASHINGTON, April 29. — President Eisenhower nominated Federal Communications Commissioner Rosel H. Hyde for another seven-year term on the Commission, starting July 1.

NTA Ad Department Adds Three New Men

Three executives have been named to newly created positions in National Telefilm Associates' advertising department, Lester Krugman, vice-president in charge of advertising and public relations, announced.

Elliott Ames has joined the company as a presentation writer; Edgar Krupinski has been named the department's business manager, and William Weinstein has assumed the post of art department designer.

Robert Stevens Signs 3-Year Pact with CBS

From THE DAILY Bureau

HOLLYWOOD, April 29. — Director Robert Stevens has been signed to a three-year, non-exclusive contract, it was announced today by William Dozier, vice-president, programs, CBS Television Network.

The agreement assigns Stevens ten major productions a year, including four "Playhouse 90" dramas and two one-hour "Lineup" programs but does not restrict him in regard to motion pictures, theatrical or additional television commitments.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

WITH an eye towards the younger member of the family, the "Bat Masterson" series starring Gene Barry and again sponsored by the Sealtest Division of National Dairies, has been NBChanged from Wednesdays (9:30-10 P.M.) to Thursdays (8-8:30 P.M.) N. W. Ayer is the agency. . . . Screen Gems pulled a neat coup with the signing of Ben Hecht to script a teleplay, "Charlie," based on a portion of Hecht's biography of his close friend and collaborator, the late Charles MacArthur. The team of Hecht & MacArthur was one of the most successful in the country, having written among others, hits for the stage and screen including "Front Page" and "The Scoundrel." Pix will be seen on the "Alcoa-Goodyear Theatre" in the near future. . . . Lisa Kirk, who skyrocketed to fame singing "The Gentleman Is A Dope" in the Rodgers & Hammerstein Musical, "Allegro," will NOT sing this one when she appears on the "Voice of Firestone" presentation of "Tribute To Richard Rodgers" May 4 TVia ABC. She'll warble, instead, two other Rodgers' ditties, "Bewitched" and "Manhattan." . . . Aside to Gary Stevens:— You're so right. We did see many agency and TV execs enjoying the excellent cuisine yesterday at Frank Harris' Eden Roc. . . . The husband-wife songwriting team of Joan Whitney and Alex Kramer, will make a pitch for hospitalized vets today on Joe Franklin's WABC-TV program. Joan and Alex wrote "Far Away Places," "High On A Windy Hill," "Love Somebody," "Candy," and are currently riding high with "No Other Arms-No Other Lips." . . . According to producer Robert Lawrence, there will be a notable increase in the production of "ani-live" telecommershills, these being hybrid outgrowth of "animated and live" action. . . .

☆ ☆ ☆

Walt Disney and Art Linkletter will co-host a 90-minute special telecast "Kodak Presents Disneyland '59" Monday, June 15 from 7:30-9 P.M. which will ABCelebrate the fourth anniversary of the fabulous amusement center. Since its opening in July, 1955, Walt's boyhood dream come true, Fantasyland, Adventureland, Tomorrowland, was visited by 13,000,002 thrilled people (the last numeral represents your roving reporter and his better half.) . . . Bob Hope, who presented a special "Oscar" to Maurice Chevalier for outstanding contribution through the years to the motion picture industry, will himself receive a special "Emmy" next Wednesday (Trustees Award) during the "Emmy" NBCeremonies for similar reasons. . . . The rank and file membership (ASCAP writers) are happy with the re-election of Stanley Adams as prexy. Stanley, during his previous three-year term in that office (1953-55) turned in a fine, administrative job. . . . Dynamic Films, Inc. will produce five important films (30 minutes each) for the National Welfare Assembly, the first scheduled to roll this summer under the direction of veepee Lee Bobker. . . .

Ky. Theatres Join In Radio Ad Spots

Special to THE DAILY

LOUISVILLE, Ky., April 2(
daily radio billboard of film in
tion is being offered local ra
teners through a combined ra
vertising program launched b
downtown theatres.

The daily feature, timed to
the ears of home-bound m
plugs various pictures and li
starting time of the first after
showings.

Wolper Will Produ Films for Screen G

David L. Wolper, one
youngest veterans of the TV-
dustry, has entered into an e
television production agreemer
Screen Gems under which
will function as an independe
duction unit for the Columb
tures' TV subsidiary. The de
negotiated for Screen Gems b
Briskin, production executive.

First Is 'Man from Penta

Wolper has projected sever
half-hour series for Screen Ge
initial effort will be "Man fr
Pentagon," highlighting the w
the United States Space
Wolper will be fully financ
Screen Gems, with the studio
available facilities and personn
30-year-old producer will c
his other television projects, in
"Divorce Hearing," "Juvenile
ing," "Congressional Invest
"Tension," and the upcomin
tacular "Race for Space."

First Manulis Serie Starts Shooting Mo

From THE DAILY Bureau

HOLLYWOOD, April 29.
Scala was signed today for th
nine lead opposite Gardner
in the initial segment of Ja
Michener's "Adventures in Pa
first Martin Manulis series to
full production at 20th Centu
Television.

Will Start 'Perfect Pearl

Executive producer D
Dunne will launch production
first segment, "The Perfect
Monday, with location shoot
Santa Catalina Island. The ser
be carried over ABC-TV sta
September, with a Monday nigh
ing time. Richard Goldstone pr

Renault '90' Spons

Renault of France, reporte
only manufacturer of import
to sponsor a network televisio
has signed for half-hour, a
week sponsorship of CBS-TV'
house 90" series, effective Th
May 7.

All News That News

MOTION PICTURE DAILY

Concise and to the Point

5, NO. 83 NEW YORK, U.S.A., FRIDAY, MAY 1, 1959 TEN CENTS

ORIAL

Promising

By Sherwin Kane

lisclosure that the newly ap-ed exhibitor relations com-e of the Motion Picture As- will not be authorized to ommitments for either the on or individual members meets May 12 with a com-f the American Congress of rs and that trade practice dis-are forbidden to it, need not from the significance of the meeting.

will be the first official ex-of exhibitor-distributor-pro-ewpoints in many years; the ortunity to air a variety of s outside the competitive ies established by the anti-ws, and at the same time, a to inaugurate new, joint ef-solve mutual problems.

y be less than some segments ition hoped for but it is a be-an abandonment of inaction as prevailed up to now. Its ies are many and there is ason to believe that develop-hich can benefit all branches ndustry will have their begin-the May 12 meeting.

• •

leis and the Industry

announcement by Brandeis ersity of a 10-year develop-program of entertainment and ications arts studies is of apparent interest to this in-which has been markedly lag-initiating and advancing its earch work and sources for nent of future executive man-

nation's universities for long en prime suppliers to other n industries of product de-nt ideas, of marketing and re-nformation and, outstandingly, d personnel. Addition of the ental program of entertain-d communications arts studies Brandeis curriculum will pro-mparable advantages to this along with the legitimate

(Continued on page 2)

Loew's Inc. Defers Dividend for Present; Optimistic for Future

From THE DAILY Bureau

HOLLYWOOD, April 30. — With progress of Loew's Inc., continuing, the company expects to "be in a position to inaugurate a regular dividend policy, later in the year," George Killion, chairman, told a meeting of the board here today. For the present, however, he said it was agreed that in order to solidify the company's long-range planning "it will be more advantageous to retain cash profits in working capital."

This move, Killion said, will place M-G-M in an even stronger financial position and assure stockholders of a greater return on their investments.

Joseph R. Vogel, president, told the board, which ended a two-day series

(Continued on page 3)

'Good' Films Biggest Grossers: Flick

Special to THE DAILY

ALBANY, April 30.—"It is not the horror, the crime and the sex films, but the 'good' films that people want to see, and these are the biggest grossers," Dr. Hugh M. Flick, former director of the New York State Education Department's Motion Picture Division and current executive assistant to State Education Commissioner James E. Allen, Jr., told a meeting of the Monarch Club here in a discussion devoted to "Motion Picture Censorship and Present Trends."

Dr. Flick took issue with producers of horror films who claim that such

(Continued on page 2)

All Time Highs Set In Schneider Drive

Fifteen territories of Columbia International Pictures Corp. turned in all-time highs for actual film billings during the Abe Schneider Birthday Week sales drive held during the week ending April 25, it was announced yesterday.

The territories posting new highs were Italy, Egypt, Finland, Iraq, Leb-

(Continued on page 8)

WMGM Name Is Now Loew's Theatres Bdcstg.

Loew's Theatres, Inc., has changed the name of its subsidiary, WMGM Broadcasting Corp., to Loew's Theatres Broadcasting Corp., Eugene Picker, Loew's Theatres president, anounced yesterday.

The Broadcasting Corp. operates radio station WMGM here. It was given three years recently in which

(Continued on page 2)

Ben Halpern Promotion Manager of UA-TV

Ben Halpern has been named promotion manager of United Artists Television, Inc., it was announced by Bruce Eells, executive vice-president of UA-TV.

Halpern will serve as coordinating liaison between UA-TV and the advertising, publicity and exploitation departments of the parent company,

(Continued on page 2)

Start Mailing for Tickets to 'Porgy'

The first public mailing for tickets to Samuel Goldwyn's "Porgy and Bess" will start this weekend from the Warner Theatre here where the film premieres on June 24th. Letters with subscription blanks to a select list of 75,000 individual ticket buyers in the metropolitan area offer choice seats for the first two months of the engagement.

The mailing is part of the overall ticket sales campaign which also includes theatre parties for social, charitable and industrial groups and organizations. Over $100,000 in advance sales has already been racked up by "Porgy and Bess" via the organization, block sales route.

FIDO Reports

Thousands of Films Kept Off British TV

Plan to Control Sales Declared Big Success

By WILLIAM PAY

LONDON, April 30. — Establishment of the Film Industry Defense Organization, Ltd., has succeeded in keeping "thousands of feature films" off British television, FIDO said in a statement issued today.

The plan to control the release of feature films to TV calls for the industry to buy the rights to particular pictures. Exhibitors pay a one farthing levy on all paid admissions other than children's matinees or charity performances or where a theatre's

(Continued on page 8)

More Space for Films Urged on Newspapers

Citing the record-breaking audience for the Oscar telecast as proof of the public's keen interest in movies and movie personalities, the 102nd in the series of COMPO ads in "Editor & Publisher," which will appear tomorrow, again urges newspaper editors to give more space to news and comment on motion pictures.

Under the caption, "To Quote An

(Continued on page 8)

Md. Censor Bill Given Attorney General's Nod

Special to THE DAILY

BALTIMORE, April 30. — The stamp of legal approval by Maryland's Attorney General C. Ferdinand Sybert was placed today on the legislative measure making it a crime to exhibit certain classes of films to

(Continued on page 3)

ANOTHER EMBASSY PICTURES RELEASE

JOSEPH E. LEVINE presents

JACK THE RIPPER

The screen bleeds with the dire deeds of an insatiable fiend!

PERSONAL MENTION

EUGENE PICKER, Loew's Theatres president; JOHN MURPHY, executive vice-president and ORVILLE CROUCH, Eastern division manager, are visiting company theatres in Wilmington, Norfolk, Richmond and Washington.

•

JAMES E. PERKINS, president of Paramount International, will leave New York by plane next week for Europe.

•

DAVID A. LIPTON, Universal Pictures vice-president, will return to Hollywood from New York today following a week of conferences with home office executives.

•

OSCAR A. DOOB will leave here on Sunday for "Ben Hur" conferences at the M-G-M studios.

•

MRS. JACK DRUCKER, wife of the first assistant chief barker of the Philadelphia Variety Club, has given birth to a boy at the Einstein Medical Center.

•

GENE KELLY, member of the international jury for the Cannes Film Festival, will leave New York by plane over the weekend for France.

•

BORIS KARLOFF left New York for London yesterday via B.O.A.C.

Name Halpern

(*Continued from page* 1)

United Artists Corp., whose combined manpower and facilities will be utilized for market-by-market promotion.

Having been with United Artists Corp. since 1952, Halpern joined UA-TV following a two-year assignment abroad as European promotion manager for the film company. Prior to that he was assistant to UA's foreign publicity manager, Samuel Cohen.

Vincent Price to Tour For AA's 'The Bat'

From THE DAILY Bureau

HOLLYWOOD, April 30. — "The Bat," C. J. Tevlin's Liberty Pictures production for Allied Artists, in which Vincent Price stars, will receive heavy promotion during a 40-day lecture tour Price will make early this fall coincident with the release of the picture.

Price will plug "The Bat" through newspaper, radio and television interviews in all cities he visits.

Flick in Plea for 'Good' Films

(*Continued from page* 1)

pictures "remove from teen-agers the desire to do things they shouldn't." He said that low-cost horror films are "very attractive in the days when Hollywood finds itself hard pushed" but that "it is a 'fine' thing for the coming generation to give them this vicarious experience in crime, horror and sex."

"This is the very thing that society has the responsibility to control," Dr. Dr. Flick pointed out, adding, however, that "you can't judge the effects by the impact of one picture or one medium of communication. It is a combination of motion pictures, comic books, headlines and other mediums which produce the cumulative impact."

'Most Potent of Mediums'

Dr. Flick emphasized that it is essential that "we make this most potent of mediums (motion pictures) constructive and good." As he has stated many times in the past, the educator said that "in this state, we consider children in the same class as adults. The basic law would be considerably strengthened if we had some form of classification."

Asked about whether theatres might be compelled to advertise "adult" in their listings, Dr. Flick replied "this is an exploitation gimmick, pure and simple, to build patronage."

Dr. Flick stressed that "most of the French pictures brought into this country are exploited on the sex angle. We get very few of the French detective or social films, because there is a limited market for them. But remember, in France, no child under 16 can go to see any motion picture unless it is designed and shown for children."

Contending that "censorship and freedom are inseparable" and that "you can't have one without the other," Dr. Flick said that "censorship is one of the oldest institutions that man has devised. It has been with society since the first organization of a form of government. It is an iustitution that is with us, very much, today."

Queried Regarding Television

Questioned about the censorship of films on television, Dr. Flick said that "the films made directly for television are not licensed. We have nothing to do with them. The old films shown on television were licensed." Dr. Flick pointed out that "television and radio have the strictest forms of control because they are licensed by the Federal Government to operate on a designated channel, and because they have very strict industry codes."

Boy Scouts Support Showings of 'Jane'

The National Council of the Boy Scouts of America is sending letters to its local councils informing them of local playdates on "It Happened to Jane" and suggesting that they cooperate with theatre managers in promoting the Columbia release. The film is also commended as "fun-filled family entertainment."

Letters, signed by Rebel L. Robertson, director of public relations for the Boy Scouts, are sent to the local Scout officials as soon as the film has been booked in the community involved. Noting that "It Happened to Jane" has a "strong Cub Scout tie," the letter urges Scout leaders to arrange tie-ins with theatre managers to help the Scout recruiting program.

Set Editors' Awards

HOLLYWOOD, April 30. — The American Cinema Editors' ninth annual awards cocktail dance will be held the evening of May 20 in the Beverly Hills Hotel Crystal Room, it was announced today by George Amy, ACE president. The event honors film editors who have been nominated for awards by Academy of Motion Picture Arts and Sciences and Academy of Television Arts and Sciences.

Rudolph Sanders Dies; Was Veteran Exhibitor

Funeral services will be held Sunday at the Riverside Chapel in Brooklyn for Rudolph Sanders, 79, who died Tuesday night in Miami. Services will be at 11:00 A.M.

A veteran exhibitor, Sanders was a charter member of the Independent Theatre Owners Assn. He is survived by his son, Julius Sanders, vice-president of ITOA.

WMGM Name

(*Continued from page* 1)

to change the call letters of the station, abandoning use of the M-G-M combination. The change is pursuant to an agreement under which Loew's, Inc., the former parent company, will relinquish that name to the theatre company, taking the M-G-M Pictures Corp. name for itself.

Arthur M. Tolchin, vice-president of the theatre company in charge of radio operations, and director of WMGM, was elected executive vice-president of the new Loew's Theatres Broadcasting Corp., of which Picker is president; John Murphy, vice-president; Archie Weltman, secretary; Jacob Stillman, treasurer; Matt J. Madden and Leonard Pollack, assistant treasurers, and John C. Podesta, assistant secretary.

EDITORI

(*Continued from page* 1

theatre, television and radio tries.

The campaign to foster t Brandeis program is headed by P. Skouras and will be inau with a $100-a-plate dinner Waldorf Astoria Hotel her Tuesday evening.

It is deserving of the in complete and enthusiastic su

•

More Showmanship

WARNER BROS. transcon star parade, a 3,475-mil tour by Greyhound bus, is fine example of two-way sh ship that is of vast benefit to stitutions of motion pictures theatre, as well as a particular The tour will make contact cities and 200 towns between when it leaves Hollywood, a 19, when it arrives in Phil for the world premiere of "Th Philadelphians."

Wherever it goes it will sta sands thinking of motion pict well as acquainting them with delphians." And wherever publicity will accompany it. T recalls the same company's country tour for "42nd Stree in the 1930s.

•

It is a distinctive and wo undertaking which should ea ner Bros. bountiful box office and the well wishes of the i

To Tour for 'Circu

HOLLYWOOD, April 30. first of a series of exploitati to herald Irwin Allen's "The cus," begins today with t parture from here of costume Paul Zastupnevich for Chicag burgh and New York City. Z vich will confer with fashion in those cities to discuss cost designed for the stars of th Artists film. He'll be follow New York by Rhonda Fleming uled to arrive May 17 from t nes Film Festival and rema days for further exploitation Big Circus."

NEW YORK THEA

RADIO CITY MUSIC HA
Rockefeller Center • Ci 6-4600
DEBORAH ROSSANO MAUR
KERR BRAZZI CHEVA
In "COUNT YOUR BLESSIN
An M-G-M Picture In CinemaScope And METRO
and GALA NEW STAGE SPECTACL

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Clul ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rc Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, V dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

PEOPLE

ıer **Redstone,** executive vice-nt and general counsel of ıst Drive-in Theatre Corp., will serve as Massachusetts heatre Chairman for the 1959 Fund Drive of the Variety New England.

□

de Ezell, veteran exhibitor and ler of the Dallas Variety Club ıriety Clubs International, was f honor at a testimonial Dinner d him at the Dallas club's new s. **Robert J. O'Donnell,** of the ıte circuit, delivered the prin- ddress.

□

Blossner, who retired three go, has returned to the industry ager of the Hill Theatre, Camp a., succeeding **David R. Jones,** as resigned.

□

Gantz has joined the Melvin heatres, Philadelphia, coming circuit from American Inter- al Pictures.

ice of Theatre for et Films Delayed

. Information Agency film chief Shelton conferred here yester- ith Soviet film officials on the of a local theatre in which to he Soviet wide screen process, anorama, concurrently with the n Trade Fair at the Coliseum arting June 28.

ough the field has been nar- down to several Broadway first uses, no final choice was made lay, it was stated following the ences.

lton returned to Washington in ternoon.

yland Bill

(*Continued from page* 1)

s. That ruling, contained in a to Gov. J. Millard Tawes clears ay for the executive to sign into he controversial bill.

ert reiterated his opinion, orig- expressed last November in nce to a different proposal that, state has the power to control howing of motion pictures to en." He added that "legislation g it a crime to exhibit a motion e to a minor which picture d be obscene to the minor, would nstitutional."

e bill now before Governor s "would be within the stand- ndicated by the Supreme Court," Sybert.

e statute makes it a crime sub- o a $100 penalty or 30 days in o knowingly exhibit films to pa- under 18 which for such minor d be obscene, indecent, immoral nding to debase or corrupt his s."

Loew's Defers

(*Continued from page* 1)

of conferences at the studio today, that every branch of the organization is now operating at a profit. He emphasized a previously announced report that company earnings amounted to $4,798,000 after taxes for the 28 weeks which ended March 12 of this year.

During this stay at the studio, the group met with Sol C. Siegel, vice-president in charge of production; Benjamin Thau, administrative head of the studio, and other production executives to discuss the list of films both for theatres and television which MGM will place before the cameras during the coming 12 months. Also outlined were plans for the release of more than a dozen new films.

'Ben-Hur' Scenes Viewed

The board also looked at scenes from "Ben-Hur" which MGM filmed in Italy.

In addition to Vogel and Killion, members of the board on hand for the meetings were: Ellsworth C. Alvord, Bennett Cerf, Nathan Cummings, Ira Guilden, Howard J. McGrath, Benjamin Melniker, Robert H. O'Brien, William A. Parker, Philip Roth, and John I. Snyder, Jr.

'Warlock' Has Bow at Paramount Theatre

A large contingent of motion picture and stage notables, headed by star Henry Fonda, converged on the Paramount Theatre last night to attend the gala benefit New York premiere of "Warlock." Proceeds from the charity opening were turned over to the New York City Mission Society's Camp Green Acres.

Fonda, who is topcast in the 20th Century-Fox presentation with Richard Widmark, Anthony Quinn, Dorothy Malone and Dolores Michaels, greeted each of the arriving entertainment world celebrities in the lobby of the Broadway showcase prior to the initial showing of the CinemaScope-DeLuxe color outdoor adventure drama. With the large turnout of stars, the Mutual Radio Network provided "on the spot" coverage of the affair. Freddie Robbins, host of Mutual's "Assignment Hollywood" program, and his team of reporters interviewed each of the guests in the Paramount lobby. In addition, the Voice of America beamed its interviews to six foreign countries, including France, Germany, England, Italy, Belgium and Norway.

Phelan Moves Offices

Charles H. (Chick) Phelan, certified public accountant, has announced the removal of his offices from Scarsdale to 227 East 45th Street, New York City. Phelan, well known in the entertainment field, was formerly assistant treasurer and controller of M-G-M, Robbins Music and affiliated companies.

Millie Perkins Set for Big European Tour

Millie Perkins, young star of "The Diary of Anne Frank," will visit ten European countries beginning May 11 and meet with religious leaders and governmental heads in the key capitals of Europe. She flies to Paris on May 11 and from there goes to Cannes for the Film Festival, where she will be present at the screening of "Diary," which will be shown "out of competition." Also present will be producer-director George Stevens and 20th Century-Fox vice-president Charles Einfeld.

From Cannes, Miss Perkins flies to Rome, where it is expected she will have a private audience with Pope John XXIII in the Vatican.

In Tel Aviv, where Miss Perkins visits following the Italian capital, a meeting has been planned with Israeli Prime Minister David Ben-Gurion.

Will Visit Queen of Greece

Miss Perkins goes next to Athens, where, in addition to promotional activities on "Anne Frank," she will see Queen Frederica, and then to Frankfurt, Germany, where the star who portrayed Anne Frank will visit the house in which Anne was born. From Frankfurt, to Stockholm, Sweden, and from Stockholm to Amsterdam, Brussels and London.

Wilder, Lemmon Will Tour Europe for 'Hot'

Billy Wilder, producer-director of United Artists' "Some Like It Hot," will make a nine-city European tour to spark major overseas openings of the Mirisch Company presentation. Star Jack Lemmon, Harold Mirisch, president of the Mirisch organization, and I. A. L. Diamond, who collaborated with Wilder on the screenplay, will participate in the overseas promotion involving theatre appearances, press previews and radio and television interviews.

Wilder's itinerary includes London, Paris, Vienna, Rome, Zurich, Munich, Berlin, Copenhagen and Brussels. Wilder and his party will arrive in New York on Tuesday and will sail for Europe on May 8 aboard the SS United States. The European premiere of the UA release will be held at the London Pavillion Theatre on May 14.

Atlanta WOMPI Elects

ATLANTA, Ga., April 30. — The following officers were elected by the Atlanta Women of the Motion Picture Industry for the year of 1959-60: president, Jean Mullis; first vice-president, Hilda Knight; second vice-president, Opal Tate; recording secretary, Frankie English; corresponding secretary, Margaret Stover; treasurer, Bernice Hinton; board members, Marcel Davis, Polly Puckett, Irma Marshall. The following board members will serve one additional year: Edythe Bryant, Lois Cone, Juanite Elwell and Helene Spears.

Industry to Aid Brandeis Division

A move to link American university life as a training and developing ground to the huge complex of this country's amusement industries, which represents a tremendous communicative force, is being projected at Brandeis University, Waltham, Mass., through a ten-year development program, it was reported yesterday by Dr. Abram L. Sacher, president of the University. Impetus for the plan has come from the newly-formed Amusements Arts Division to support Brandeis, made up of leaders of the motion picture industry under the chairmanship of George P. Skouras, which launches its activities at a first annual dinner next Tuesday night at the Waldorf-Astoria Hotel here.

Decade of Growth Expected

Paralleling, in general terms, the ever-growing kinship between the universities of this country and the scientific, engineering and pharmaceutical industries, through which research, product development and personnel training have become major campus functions, Brandeis is looking forward to a decade of growth in theatre and entertainment arts studies, which will incorporate general concepts of education with intensive training in acting, directing, production techniques, writing and aesthetics.

Starting with theatre arts studies, the ten-year program will broaden to include, for the first time, comprehensive study and development in motion picture arts, television and radio techniques.

Schary Guest of Honor

The Waldorf-Astoria dinner will bring together many film industry leaders including Dore Schary, who will be one of the guests of honor. Oscar Hammerstein II will serve as the dinner's toastmaster.

Para. Makes Special Exhibitor Brochure

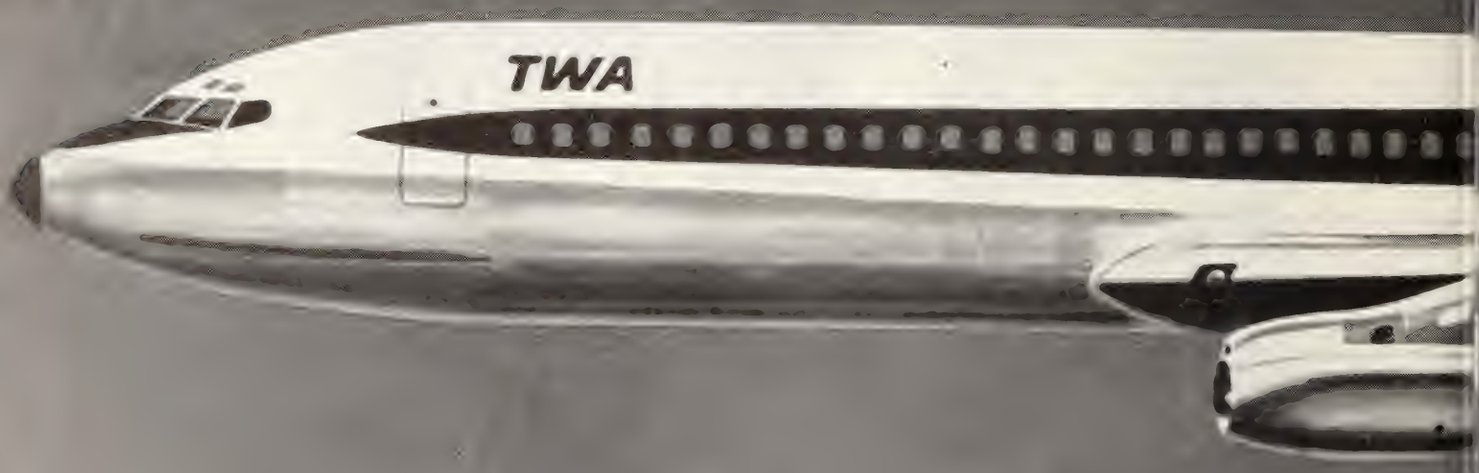
Paramount for the first time has converted the new films section of its annual report into a special illustrated product brochure for theatremen. The brochure, sans corporate and fiscal data that was part of the latest report to stockholders, presents details on 26 completed, filming and upcoming productions.

A brochure foreword signed by George Weltner, Paramount Pictures vice-president in charge of world sales, emphasizes Paramount's "dedication to the interests of the motion picture theatres of the world." Thousands of copies of the brochure are being mailed by the Paramount home office and branches to exhibitors, buyers and bookers, circuit advertising-publicity executives, newspaper editors and writers, radio and television commentators and other important opinion-makers.

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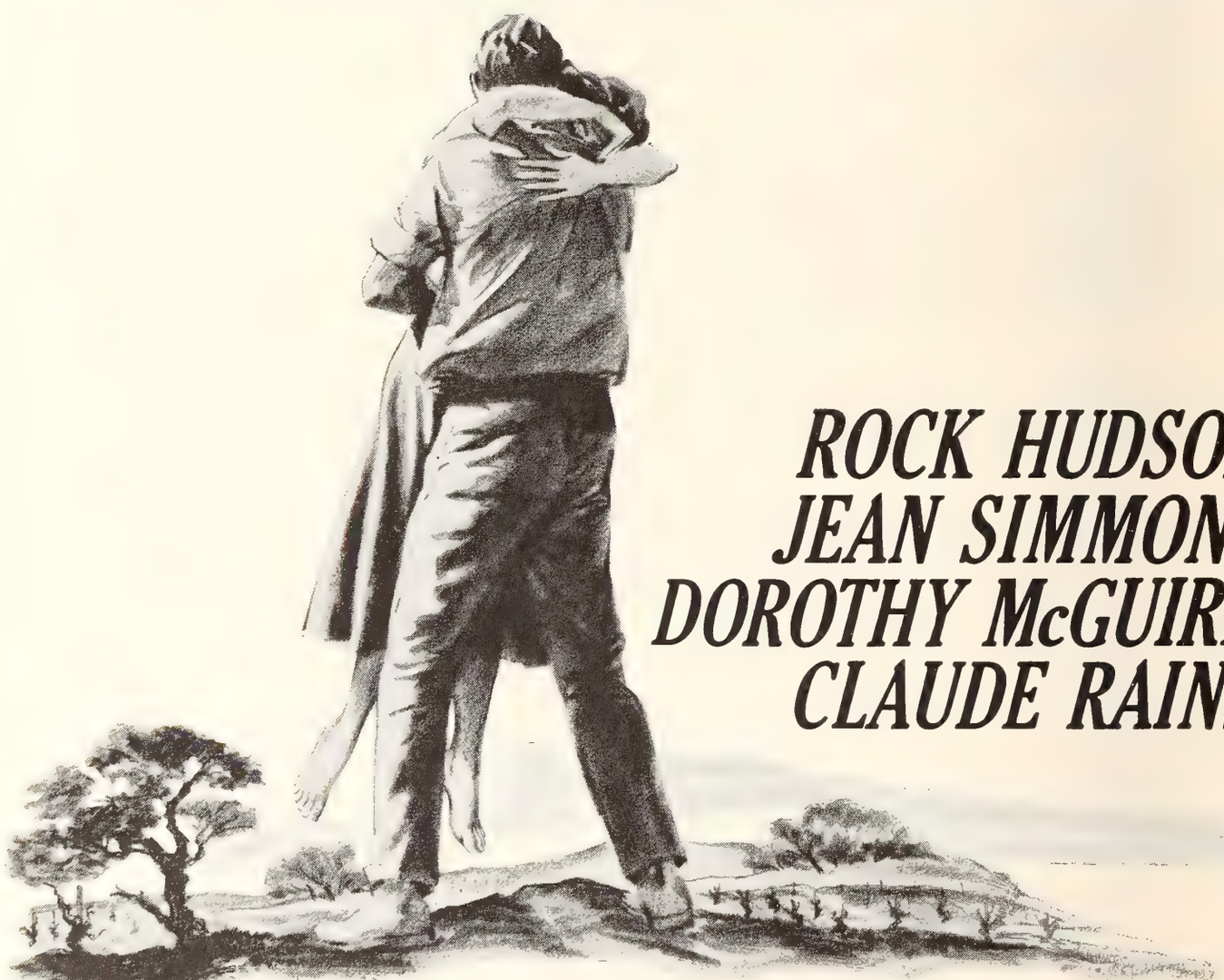
See your travel agent or call TWA

TWA

TRANS WORLD AIRLINES

"UNIVERSAL HAS ANOTH

a story of LOVE and LONELINESS
...a MAN'S LONGING
...a WOMAN'S SECRET HUNGER



ROCK HUDSON
JEAN SIMMONS
DOROTHY McGUIRE
CLAUDE RAINS

The Cry that Rocked ***THE VALLEY OF THE SUN...***

"THIS EARTH IS MINE!

CINEMASCOPE TECHNICOLOR®

WITH
KENT SMITH · KEN SCOTT · CINDY ROBBINS / CASEY ROBINSON AND CLAUDE HEILMAN

PRODUCED BY

SCREEN PLAY BY
CASEY ROBINSON / HENRY KING / EDWARD MUHL / A UNIVERSAL-INTERNATIONAL PICTURE
A VINTAGE PRODUCTION

DIRECTED BY

EXECUTIVE PRODUCER

Hear
DON CORNELL
"This Earth is Mi

OLID BOX OFFICE ENTRY

O FOLLOW ITS 'IMITATION OF LIFE'!

The wise showman will be rewarded
with very substantial returns!
...a solid, commercial property
that will pay off handsomely!"
– Motion Picture Daily

BOX OFFICE ASSETS ARE ABOUT AS SOLID AS ANY SHOWMAN COULD HOPE FOR... STAMP IT FOR TOP GROSSES!

Giant of a Drama superbly realized!"
– Film Daily

"HAS ALL THE INGREDIENTS THAT ADD UP TO SOLID BOX OFFICE..."

– Boxoffice

"EXCELLENT!...

should sell widely and very well!"
– Motion Picture Herald

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope; r-r, re-release.

► MAY

AA—KING OF THE WILD STALLIONS, c, cs: George Montgomery, Diane Brewster
AA—SPEED CRAZY: Yvonne Lime, Brett Halsey
AA—CRIME AND PUNISHMENT, U.S.A.: George Hamilton, Mary Murphy
COL—THE YOUNG LAND, c: Pay Wayne, Yvonne Craig
COL—FACE OF A FUGITIVE, c: Fred MacMurray, Lin McCarthy
COL—HEY BOY! HEY GIRL!: Louis Prima, Keely Smith
MGM—WATUSI, c, cs: George Montgomery, Taina Elg
MGM—THE WORLD, THE FLESH AND THE DEVIL, cs: Harry Belafonte, Inger Stevens
MGM—THE MYSTERIANS, c: science fiction
PAR—THUNDER IN THE SUN, c: Susan Hayward, Jeff Chandler
20-FOX—WOMAN OBSESSED, c, cs: Susan Hayward, Stephen Boyd
20-FOX—THE SAD HORSE, c, cs: David Ladd, Chill Wills
20-FOX—LITTLE SAVAGE: Pedro Armendariz, Rudolfo Hoyos
UA—MAN IN THE NET: Alan Ladd, Carolyn Jones
UA—GUNFIGHT AT DODGE CITY: Joel McCrea
UA—PORK CHOP HILL: Gregory Peck
UA—THE DEVIL'S DISCIPLE: Burt Lancaster, Kirk Douglas
UNI—THE WILD AND THE INNOCENT, c, cs: Audie Murphy, Joanne Dru
UNI—FLOODS OF FEAR: Howard Keel, Anne Heywood
WB—BORN RECKLESS: Mamie Van Doren, Jeff Richards
WB—ISLAND OF LOST WOMEN: June Blair, Venetia Stevenson
WB—THE YOUNG PHILADELPHIANS: Paul Newman, Barbara Rush

► JUNE

AA—BEATSVILLE: Gregg Palmer, Kathleen Crowley
AA—P.O. BOX 303: Van Johnson, Vera Miles
COL—IT HAPPENED TO JANE, c: Doris Day, Jack Lemmon
MGM—ASK ANY GIRL, c, cs: Shirley MacLaine, David Niven
PAR—THE HANGMAN: Robert Taylor, Tina Louise
20-FOX—SAY ONE FOR ME, c, cs: Bing Crosby, Debbie Reynolds
20-FOX—THE MAN WHO UNDERSTOOD WOMEN, c, cs: Henry Fonda, Leslie Caron
UA—THE HOUND OF THE BASKERVILLES: Peter Cushing
UA—THE RABBIT TRAP: Ernest Borgnine, June Blair
UA—SHAKE HANDS WITH THE DEVIL: James Cagney, Don Murray
UA—THE FOUR SKULLS OF JONATHAN DRAKE: Eduard Franz, Grant Richards
UA—THE INVISIBLE INVADERS: John Agar, Jean Bryon
UNI—THE MUMMY, c: Peter Cushing, Christopher Lee
UNI—CURSE OF THE UNDEAD: Eric Fleming, Kathleen Crowley
WB—GIGANTIS, THE FIRE MONSTER
WB—TEENAGERS FROM OUTER SPACE

► JULY

AA—THE BIG CIRCUS, c, cs: Victor Mature, Rhonda Fleming
BV—DARBY O'GILL AND THE LITTLE PEOPLE, c: Janet Munro, Sean Connery
MGM—NORTH BY NORTHWEST, c, vv: Cary Grant, Eva Marie Saint
MGM—THE BEAT GENERATION, cs: Steve Cochran, Mamie Van Doren
PAR—DON'T GIVE UP THE SHIP: Jerry Lewis, Dina Merrill
PAR—LAST TRAIN FROM GUN HILL, c: Kirk Douglas, Anthony Quinn
UA—A HOLE IN THE HEAD, c, cs: Frank Sinatra, Eleanor Parker
UA—THE HORSE SOLDIERS, c: John Wayne, William Holden
UA—DAY OF THE OUTLAW: Robert Ryan, Burl Ives
UNI—THIS EARTH IS MINE, c, cs: Rock Hudson, Jean Simmons
WB—THE NUN'S STORY, c: Audrey Hepburn, Peter Finch
WB—HERCULES, c: Steve Reeves

British TV

(*Continued from page* 1)

weekly net takings are less than £200 ($560).

During the 32 weeks prior to last April 18 a total of £291,590 ($816,452) was collected from exhibitors, averaging £9,112 ($25,514) per week. Only seven exhibitors failed to cooperate in that period, FIDO said, and six of those cases have now been settled.

Total expenditure on the acquisition of covenants, and formation and running expenses was £27,321 ($86,498).

In pursuance of its policy of keeping its "position under review," the FIDO board has recommended that exhibitor contributions be reduced by 50 per cent in the next three months, which, it said, are "generally recognized as a poor cinema-going period."

More Space for Films

(*Continued from page* 1)

Old Slogan: 'Such Popularity Must Be Deserved'," the ad says in part:

"On the night of April 6 there was a television show that was watched in more homes than any other show in the history of television. It was, of course, the annual presentation of awards by the Academy of Motion Picture Arts and Sciences.

"Seventy-five million persons, representing 80 per cent of the night's total TV audience, sat glued to their seats for nearly two hours to see what personalities and productions won awards for the best movie achievements of the year.

'People Keenly Interested'

"This history-making display of public interest is a spectacular reaffirmation of a fact known to most newspaper editors. This is that people are keenly interested in movies and movie personalities.

"All of this, it seems to us, should persuade newspaper editors to give more space to news and comment on motion pictures. For, if it is true that news creates public interest, it is equally true that public interest creates news.

Detroit Film Council Holds Annual Luncheon

Special to THE DAILY

DETROIT, April 30. — The Greater Detroit Motion Picture Council will hold its annual luncheon in the Women's City Club tomorrow. This year's speaker is Alden Smith, executive vice-president of the Cooperative Theatres of Michigan. Guests will include officials of various branches of the industry and trade paper correspondents.

Recently-elected officials will be installed. Re-elected are Mrs. Harry Jarvis, president, Mrs. B. R. Springborn, vice-president, Mrs. Earl Seielstad, second vice-president, and Mrs. Frank Reiss, treasurer. New to office are Mrs. William C. Blacksby, recording secretary and Mrs. Dawson Taylor, corresponding secretary.

Italian Executiv Wife Arrives H

Elena Valenzano, wife of I ternational Films executive Valenzano, and herself an i figure in Roman cultural life rived here from Italy to fulfil ber of business and social ob

In an interview in her suit Waldorf Towers, Mrs. Valen plained that her most import sion will be carried out in he general secretary of the Op Club, a social organization c to bettering international among creative artists. Each Open Gate Club presents, other projects, a number of di Donatello" awards for ou achievements in Italian and motion pictures.

Presentation May 13

Last year, Marilyn Monro "David di Donatello" award Foreign Actress of the Ye actress was unable to go to accept the award, and, as Mrs. Valenzano has come present it to her in a cere May 13. Marlon Brando als award waiting for him as "I eign Actor of the Year," he is busy in Hollywood, it sent to him.

Mrs. Valenzano also said is doing a little advance her husband, whose produc distribution company was fo months ago. This work was by her as making initial cont independent producers he might be interested in maki tribution or co-production Valenzano's Euro Internation

Mrs. Valenzano will r Rome on May 13, following sentation to Miss Monroe.—V

Schneider Drive

(*Continued from page*

anon, Portugal, Spain, South Argentina, Brazil, Chile, Ecuador, Peru and Venezuel reported that the record billi registered without benefit of standing "blockbuster" attra the first-run theatres in the tries.

In addition, six territories the biggest week in their hist for a single week when "Th on the River Kwai" was record grosses. These territo Great Britain and Ireland, New Zealand, Denmark, Ger Sweden.

The special week was a present for Schneider, Colu tures president, who celeb birthday on April 25.

Set for Cinemirac

PORTLAND, Ore., April cial Cinemiracle equipment been installed in the Hollywo tre here and an opening fo jammer" is set for May 8, to Oscar Nyberg, general m Seattle for Evergreen Thea

All News That News

MOTION PICTURE DAILY

Concise and to the Point

5, NO. 84 NEW YORK, U.S.A., MONDAY, MAY 4, 1959 TEN CENTS

ng Says:

ti Pay-TV rces Now Offensive

Exhibitors to Push ills on State Level

ie first time in seven years of ort the opponents of toll-TV he defensive and on the offen- ilip F. ng, co- r man Joint mit- Toll-TV, at the l. In a oran- key ex- leaders out the urging o have r state res in- bills to combat cable TV, said: ie seven years that our Toll-

(*Continued on page* 6)



Philip Harling

T Southern Circuits Meeting in Dallas

Special to THE DAILY

AS, May 3.—Southern cir- American Broadcasting-Para- heatres will meet here Tues- ough Thursday for campaign on three new films. Inter- cuit will be host to represent- rom Florida State Theatres, nt Gulf, Wilby-Kincey and ramount.

rd Goldenson president of

(*Continued on page* 7)

ISION TODAY — p. 11

Folly to Cut Sales Expenditures for Higher Cost Productions, Lipton Says

By SHERWIN KANE

(Picture on Page 4)

The folly of reducing advertising-promotion expenditures for pictures being made at constantly increasing costs was underscored by David Lipton, Universal Pictures vice-president in charge of advertising-publicity, at a press conference at the home office on Friday.

"Higher negative costs call for higher spending for all forms of preselling," Lipton said. "Expenditures of that kind should be in direct relation to your production investment."

The importance of a thorough preselling endeavor is clearly illustrated by Universal's handling of the campaign on "Imitation of Life," Lipton observed.

"Other companies now are asking why 'Imitation' is doing the business it is. That question comes up when a

(*Continued on page* 4)

'U' Increasing Its Reliance on Trade Ads

Trade paper advertising is playing an increasing part in Universal's sales plans and will continue to do so on the basis of known values and successes already achieved, said David Lipton, Universal vice-president in

(*Continued on page* 4)

Fresh Approach For Each New Film: Lewis

Special to THE DAILY

PROVIDENCE, R. I., May 3. — Motion picture promotion is "complex and unique" form of merchandising that requires "a fresh approach and fresh thinking for each individual picture," Roger H. Lewis, United Artists' national director of advertising, publicity and exploitation, will say tomorrow in a speech on a local television program. Lewis will appear on the Betty Adams show over WJAR-TV. He was invited to

(*Continued on page* 7)



Roger Lewis

REVIEW:

The Five Pennies

Paramount—VistaVision

THIS HANDSOME Technicolor biography of jazz musician "Red" Nichols again proves the amazing versatility of Danny Kaye, who, in the starring role, will have audiences alternately laughing and weeping unashamedly. Whether he is reviving some of his famed zanyisms, dueting with Louis Armstrong, or playing the doting father, Kaye is at his best, making the Dena production one that any theatre should be proud to present.

For this is a warm, amusing entertainment with a definite family appeal. Produced by Jack Rose and directed by Melville Shavelson, it follows the pattern set forth in their earlier "The Seven Little Foys" and

(*Continued on page* 7)

85th Convention

International Films-TV Link SMPTE Theme

Sessions Begin Today; Large Exhibit Scheduled

Special to THE DAILY

MIAMI BEACH, May 3. — Films and television for international communications is the theme of the 85th semi-annual convention of the Society of Motion Picture and Television Engineers that is to be dramatized in a variety of ways when the 43-year-old organization begins meeting in convention sessions at the Fontainebleau Hotel here tomorrow.

The international equipment exhibit

(*Continued on page* 8)

SAG, AFTRA to Meet On Merger May 9-10

From THE DAILY Bureau

HOLLYWOOD, May 3. — Committees representing the Screen Actors Guild and the American Federation of Television and Radio Artists will meet in the Guild's board room here next Saturday and Sunday, May 9

(*Continued on page* 11)

Frankovich Named U.K. Board Chairman

The elevation of M. J. Frankovich to the post of chairman of the board of Columbia Pictures Ltd. of Great Britain and Ireland and the appointment of Kenneth N. Hargreaves to succeed Frankovich as managing director have been announced by A. Schneider, president of Columbia Pictures Corp., and Lacy W. Kastner, president of Columbia Pictures International Corp.

The reorganization at the top level

(*Continued on page* 7)

SMPTE 85th CONVENTION SECTION BEGINS ON PAGE 8

PERSONAL MENTION

HAROLD MIRISCH, president of the Mirisch organization, will arrive in New York from Hollywood tomorrow. He will sail from here on Friday aboard the "United States" for Europe.

•

MARION JORDAN, Continental supervisor for Universal Pictures, arrived in New York from Paris at the weekend for home office conferences.

•

BOB RICH, general sales manager of United Artists Associated, left here yesterday for a week in Havana.

•

PAT AHEARN, vice-president of Inter-World Film Co., left New York on Saturday for London via B.O.A.C.

•

SIDNEY LUMET, director, returned to Hollywood over the weekend from New York.

•

CONNIE KEENE, British talent agent, will arrive in New York from London today via B.O.A.C.

•

JAMES E. PERKINS, president of Paramount International, will leave here tomorrow for London, Paris, Rome and other cities of the Continent.

'Land' Benefit Slated For GI Forum Today

From THE DAILY Bureau

HOLLYWOOD, May 3. — A benefit premiere of "The Young Land," C. V. Whitney Production for Columbia release, will be staged by the California branch of the American GI Forum tomorrow at the Golden Gate Theatre.

Proceeds from the premiere, to be attended by the stars of the picture, other film personalities and social and civic figures, will go to the Forum's college scholarship fund to aid deserving students.

39 Years of skilled Craftsmanship in Feature Trailer Production... available for your SPECIAL ANNOUNCEMENT FILMS
Custom Produced by the hand of experience
NATIONAL SCREEN SERVICE
TOPS IN TRAILERS

President of Ireland To Attend 'Hands' Bow

By WILLIAM PAY

LONDON, April 29 (By Air Mail). —The President of Ireland, Sean T. O'Kelly, will attend the world premiere of "Shake Hands With the Devil," which stars James Cagney, Don Murray, Dana Wynter and Glynis Johns, at the Savoy Theatre, Dublin, on May 21. A second premiere will be held the same night at the Metropole at midnight. This will be dedicated to the Abbey and Gate Theatres as many Irish artists who appear in the film will be acting earlier in the evening.

Stars Going to Dublin

Ambitious plans are being finalized to make this one of the most outstanding film promotions ever in Europe. Murray, Miss Wynter, George Glass and Walter Seltzer, Marlon Barndo, Sr., and top American correspondents will fly direct from America to Dublin. They will be formally received by the President and feted at many ceremonies as the premiere is being celebrated to mark the birth of Ireland as a centre for the production of major international films.

In addition to the British and continental film personalities who will be visiting Dublin for the premiere a special flight will leave London Airport on the evening with a complement of stars, columnists, newspaper and TV cameramen in evening dress. They will dine in flight, drive in procession to the theatre and fly back after an official reception to reach London in the early hours.

Produced at Ardmore Studios

"Shake Hands With the Devil," an adventure drama of the Irish troubles, was produced and directed by Michael Anderson at the new Ardmore Studios, near Dubin. Produced by Pennebaker, Inc., in association with Troy Films, Ltd., with Glass and Seltzer as executive producers, it is a United Artists release.

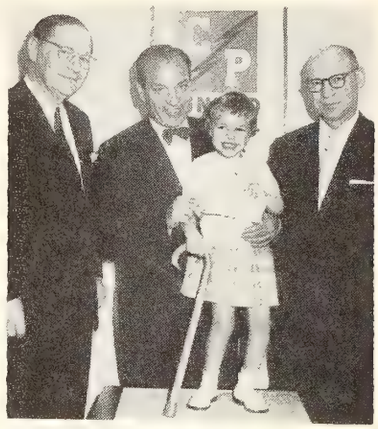
Wilcoxon Going to U.K. For Scout Film Data

From THE DAILY Bureau

HOLLYWOOD, May 3. — Henry Wilcoxon will leave by air for England on Friday to confer with Lady Baden-Powell and to receive from her the handwritten diaries and personal letters of her husband, Lord Robert Baden-Powell, founder of the scouting movement, whose life will be the subject of the film, "On My Honor."

"On My Honor" is the motion picture on which Wilcoxon was working with Cecil B. DeMille at the time of the producer-director's death. Motion Picture Associates, who co-produced "The Ten Commandments" with Paramount, is the producing company.

Start UCP Drive



Edward L. Hyman (left) and Simon B. Siegel (right) vice-presidents of American Broadcasting - Paramount Theatres, Inc., inaugurated the 1959 fund-raising campaign of United Cerebral Palsy by presenting a check for more than $75,000 to Leonard H. Goldenson, a founder of UCP and chairman of its board of directors. Shown with them is four-year-old Paula Suter of Baltimore, campaign poster girl. The check represents the combined contributions of home office staff and executives of American Broadcasting-Paramount Theatres, which Goldenson heads as president, and close personal friends of Goldenson within the motion picture industry.

Wometco Enterprises Elects New Board

Special to THE DAILY

MIAMI, May 3. — Wometco Enterprises, Inc. which became a public stock company last week, elected a new board of directors. They include Mitchell Wolfson, Mrs. Frances Wolfson, Sidney Meyer, Louis Wolfson II, Jack Waxenberg, Richard Wolfson, Fred H. Schroeder, and Albert B. Bernstein.

Schroeder is executive vice-president of Lee Higginson Corp., underwriting group making the secondary offering of 290,000 shares of Wometco Class A common stock at $10.75 per share. Most of the offering was subscribed for in advance and is now being traded by investors at $12 to $14 a share. The stock was formerly held by Sidney Meyer and two members of his family. Meyer is ending his longtime partnership with Wolfson in Wometco and withdrawing from active management, leaving Wolfson in control.

Book Two UA Films

Two United Artists films, "The Four Skulls of Jonathan Blake" and "Invisible Invaders," open at the Loew's Metropolitan Theatre in Brooklyn Friday.

Minimum Wage Heari Postponed Two Days

From THE DAILY Bur

WASHINGTON, May 3. Labor Sub-Committee hearin tension of minimum wage have been postponed to Ma May 5. Exhibitor spokesmer pected to testify against cov tension during the hearing. date has not been set for pearance.

40% of Stanley-W Income from Thea

From THE DAILY Bure

WASHINGTON, May 3. Warner Corp. receives abou cent of its income from thea ations and the other 60 per c its diversified activities in goods and pharmaceuticals been learned from an analys pers filed by the company Securities and Exchange Cor

For the 26 weeks ending 28, Stanley Warner reported $61,919,682. This figure has vided up by the company in lowing manner: theatre a sales, rents from tenants and sions income, $24,115,613; dise sales, $37,765,881; int come, $49,983. The company ported for the 26-week peri loss of $11,795 on normal properties.

Compared with Last Ye

The SEC library also yie following breakdown for t 26-week period a year ago, w sales were reported as $58, theatre admission sales, et 920,226; merchandise, $32, interest income, $73,011.

Comparison of these two shows that while Stanley over-all sales have been in the gain is mainly attributabl rubber goods and pharmace

As previously reported, net of Stanley Warner for the s period ending Feb. 28 was 731, or $1.11 per share, as c with $1,439,520, or 69 ce share, for the corresponding in the preceding fiscal year.

155 Dates for 'Hil

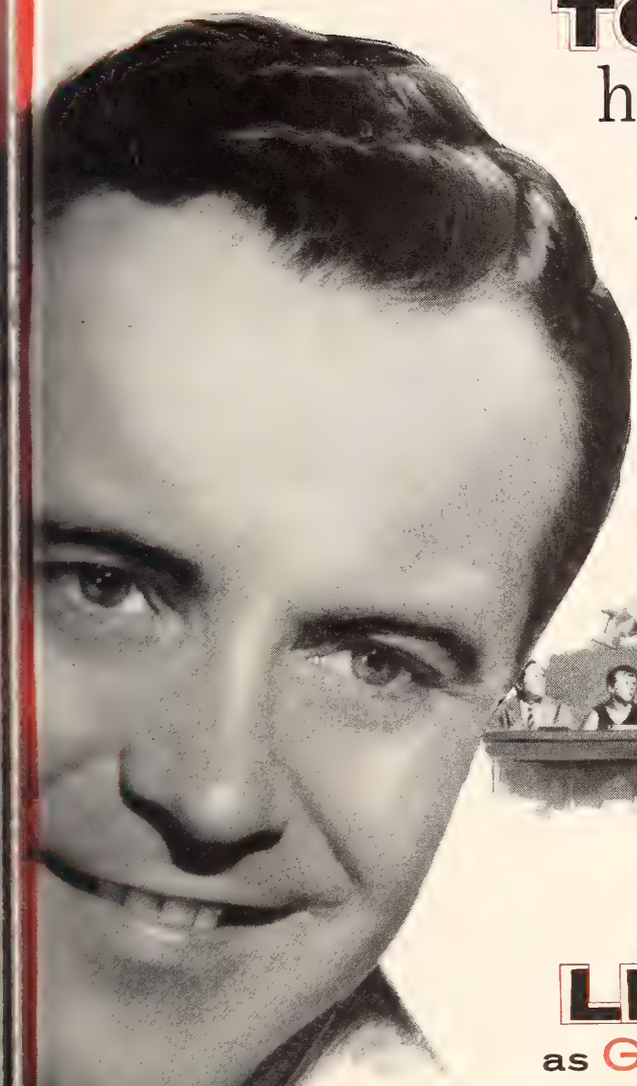
United Artists' "Pork Cho starring Gregory Peck and p by Sy Bartlett, has been boo 155 theatres across the coun key regional openings starting of May, tied to Memorial D monies. Initial bookings have for the Washington, Chica Francisco, Dallas, Fort Wor waukee, Nashville, Atlanta a Orleans areas.

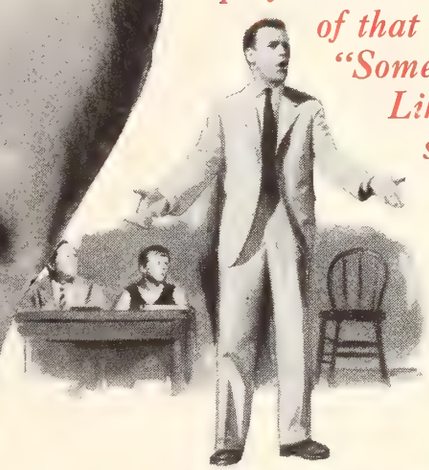
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman. Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Ro Center, New York 20. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, V dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single c p

IT HAPPENED TO JANE

happens to be terrific!

—and one reason is the sensational performance of that "Some Like It Hot" spitfire!





JACK LEMMON

as George Denham

"I am a decent, likeable, shy young lawyer from the State of Maine, in love with a sweet, attractive,



charming but poor young widow. I am destined to change into a strong, dynamic, gallant warrior who wins the heart of his true love."

DORIS DAY • JACK LEMMON • ERNIE KOVACS

IT HAPPENED TO JANE

co-starring STEVE FORREST • Screenplay by NORMAN KATKOV • From a story by MAX WILK and NORMAN KATKOV
Produced and Directed by RICHARD QUINE • Executive Producer—MARTIN MELCHER • AN ARWIN PRODUCTION

GUEST STARS

BILL CULLEN • DAVE GARROWAY • STEVE McCORMICK • JAYNE MEADOWS • GARRY MOORE • HENRY MORGAN
BOB PAIGE • BETSY PALMER

EASTMAN COLOR

Call *Columbia* and make a date with **jane!**

PEOPLE

Walter Reade, Jr., president of the Walter Reade circuit, Oakhurst, N.J., has announced the first prize winners and runners up for December, January and February in the organization's competition for the best managerial operation. Winner for December was Sam Hofstetter, Mayfair Theatre, Asbury Park, N. J.; for both January and February, Mrs. Ann De Ragon, Strand Theatre, Plainfield. Runners up were: December, Mrs. De Ragon; January, a tie between Hofstetter and Julian Stern, of the Paramount Theatre, Long Branch, and February, Hofstetter.

□

Paul Kleiman, veteran theatre manager in the Philadelphia area, has taken over operation of the Liberty Theatre there, a neighborhood house until recently operated by the Stanley Warner Theatres but sold by that circuit recently to **Elva D. Cohen.**

□

David V. Nelson, Seattle exhibitor, has been appointed a member of the Board of Theatre Supervisors for that city.

Report 'Life' Big In Overseas Dates

Universal - International's "Imitation of Life" is meeting with the same success in its initial overseas openings that has marked the picture's reception in the United States, the company said at the weekend. In its opening week in the Philippines playing in both Manila and in the provincial town of Cebu, the picture has amassed grosses equaling those of "The Glenn Miller Story," the company's highest grosser to date. Second-week business there is still on the upbeat, with grosses likely to top the opening session.

"Imitation of Life" has just completed a three-week premiere engagement in London's West End, during which it also equalled "The Glenn Miller Story" figures. The picture is slated for general circuit release in England on May 11.

Honor Kaye in Boston

BOSTON, May 3.—State and city government officials, newspaper publishers, radio-TV station owners and religious and civic leaders joined with independent theatre and circuit executives tonight to honor Danny Kaye at a buffet supper reception in the Sheraton Plaza Hotel following a special "opinion-makers" screening of his new film, "The Five Pennies." Gov. Foster Furcolo, Mayor John B. Hynes, State Senator John E. Powers, State Representative Jack Brown, Edward R. Canham, president of the U.S. Chamber of Commerce, and Cardinal Richard J. Cushing were among the hundreds who attended the screening at the Paramount Theatre and reception in the hotel's Oval Room.



AT THE UNIVERSAL press conference Friday: Herman Kass, Eastern exploitation manager; Phil Gerard, Eastern publicity manager; David Lipton, vice-president; Charles Simonelli, Eastern advertising and publicity department manager; and Jeff Livingston, Eastern advertising manager.

Promotion Vital, Says Lipton

(*Continued from page* 1)

picture that doesn't have all of the components of a blockbuster, nevertheless does blockbuster business, as 'Imitation' is doing.

"The answer is thorough pre-selling and we will have the same type of campaign for 'This Earth Is Mine,' 'Any Way the Wind Blows,' 'Spartacus' and other important future releases."

Stresses 'Escapist' Factor

Noting that audiences for "Imitation of Life" are averaging about 70 per cent women, Lipton expressed the opinion that housewives and others who for long were beguiled by TV and radio "soap operas" have tired of a steady television diet of westerns, action and private-eye fare and are leaving their homes in search of sentimental, escapist entertainment. They are finding it in "Imitation" and in other escapist films, he believes.

Lipton noted that a recent survey made for Universal showed that the patronage for eight out of the top 10 hit pictures is made up of more women than men, and that the two exceptions are doing the smallest volume of business of the group. This indicates the increased interest of women in pictures.

Since the survey also showed that more women are reading magazines, newspapers and books than formerly, the conclusion was that despite high ratings of some TV programs, many women no longer were a part of the audience.

Aimed to Reach Women

Universal's campaign on "Imitation" was designed to reach women, to let them know about it in advance and repeatedly. When it opened, word-of-mouth augmented the campaign and the response demonstrated it was the type of entertainment they were looking for, Lipton said.

Prior to the picture's opening, the indications were interest in it was about evenly divided between the sexes, he related, but the pre-selling campaign heightened the women's interest and following the opening the appeal to women was emphasized in off-movie page advertising and in other ways. Immediately preceding openings, teaser ads, radio spots and other messages addressed to women were used in abundance.

The result not only was the 70 per cent female audience ratio but also an audience of women mostly over 25. Advertising especially prepared for teen-agers followed and it, too, was successful, Lipton said.

Quotes Survey

The Sindlinger survey for Universal among other things showed increased theatre attendance in several significant audience categories. For the first time in more than 10 years, for example, the survey showed an increase in the number of "frequent moviegoers" (those attending more than once a month) from approximately 16 millions in January to approximately 21 millions in April.

The survey also showed that "marginal moviegoers"—those who attend once a month—also increased in number by about 1,000,000 during the January through April period, while the "infrequent moviegoers"—those who attend less than once a year—declined from about 50 millions to 45 millions in the same period.

Sees 'Lost Audience' Regained

A conclusion, Lipton said, is that the so-called "lost audience" is not lost. "It is still there. Actually, all that's happened is that an opportunity has been lost or abandoned by the industry."

"To get into the big grosses," Lipton continued, "you have to succeed in attracting a large margin of the 'occasional' and the 'infrequent' moviegoers. And you can't rely on amusement page advertising and publicity alone to do that selling job for you."

"Actually," Lipton observed, "publicity doesn't sell. Publicity is know-about, and it's valuable, it performs a special purpose. Advertising creates an image and effects sales."

A manifestation of current change in public taste, he said, is to be found in declining interest, as evidenced by fewer viewers, in old films on TV as the better ones are played off. The audience for them, he said, is now at its lowest since 1953. Another trend today is away from neighb shopping centers and back to town business districts, includ theatres there, he said.

"All of this gives us confid the outlook for the summe good, strong releases comin all companies. For our part, spend substantially more, es to reach women and the sum diences."

Trade Pap

(*Continued from page*

charge of advertising-publici press conference here on Fri

The company's trade pape tising expenditures were ste for "The Perfect Furlough" current "Imitation of Life," noted, and said that "sub more" will be spent for "Th Is Mine" and subsequent rel

"Besides making your known to exhibitors and sti them to greater sales activ said, "trade advertising is selling your own sales orga When your salesman sees su trade press campaigns undert knows the company has confi the advertised product, he i instilled with your confidenc enabled to do a better job."

Decries Hurried Openi

Lipton said he believes "t pictures are being tossed int too quickly and too cold; wit quate trade and public sell know why it's done, and it' it sometimes has to be done. often are responsible for it. T pictures and hurry the openi try to avoid it at Universal. avoid it with 'Imitation of I we will avoid it with 'This Mine'," he said.

Lipton returned to his We headquarters from New York weekend.

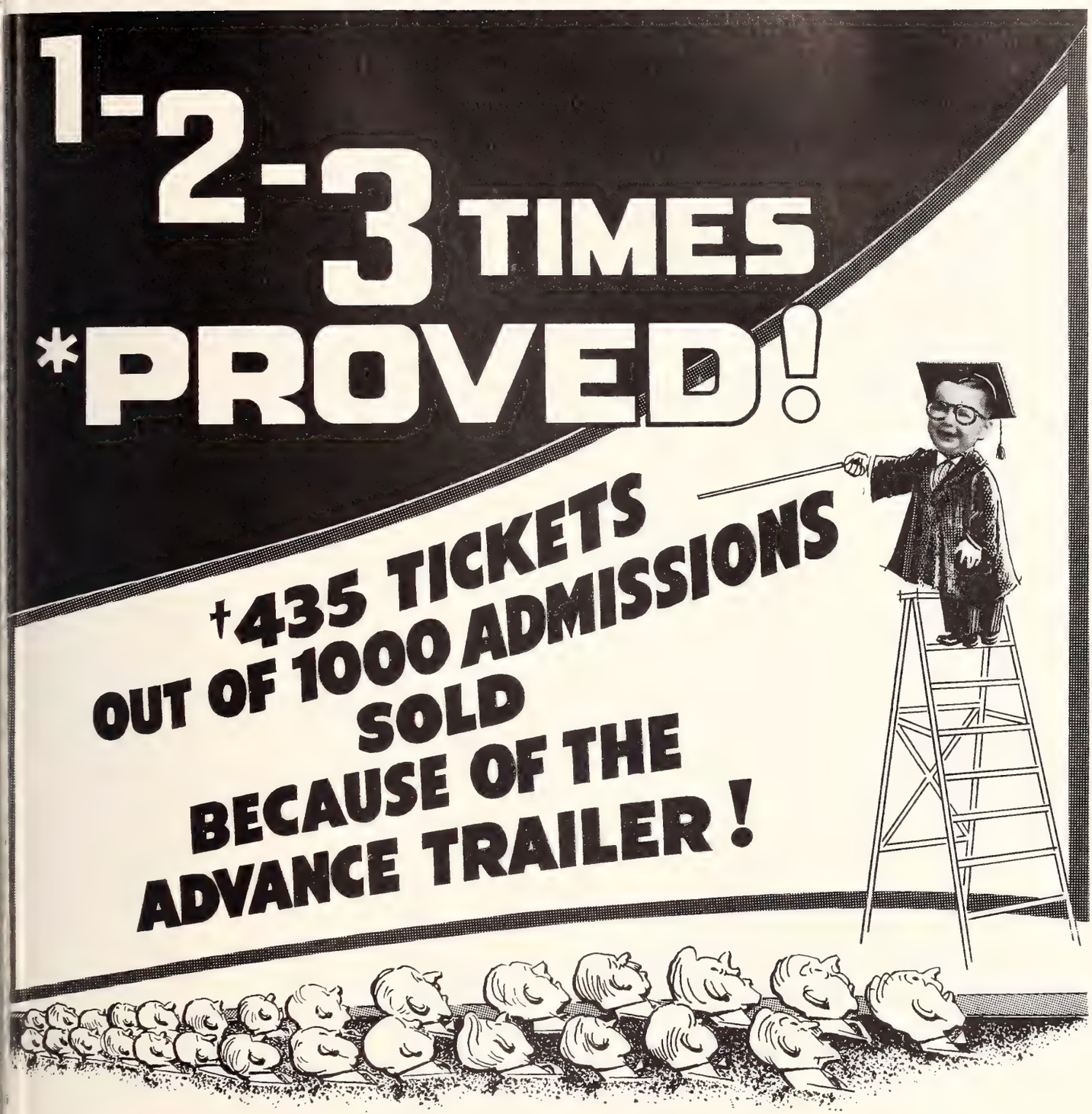
To Film 'All Men'

HOLLYWOOD, May 3. Bartlett Productions will film Young Men" as its first inde production for Columbia Pict lease, it was announced by J. Briskin Columbia vice-pres charge of studio operations. who will produce and direct Young Men" from his own screenplay, will move his uni Columbia lot June 1. Sidney had been signed previously one of the six starring roles picture.

Special 'Devil' Pri

United Artists is preparing cial, "high-key" prints for theatres for its release of Hands With the Devil," it nounced by James R. Velde, sales manager. Brightened for defined projection in open-ai tres, the special prints will be to UA exchanges to service dates set for June for the Pen production, Velde reported.

1-2-3 TIMES *PROVED!



†435 TICKETS OUT OF 1000 ADMISSIONS SOLD BECAUSE OF THE ADVANCE TRAILER!

*This is the third time that Sindlinger & Co. has tabulated large samples pertaining to the subject of the impact of the theatre trailer. Each time the same approximate result is derived, regardless of whether the tabulations are based on "admissions" or on "dollars"; that is, each time the theatre trailer has been found to be the motivating factor that delivers approximately 43.5% of the dollars.

*†Full particulars of Sindlinger's detailed analysis substantiating these statements will be mailed to you upon request.

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Fox's 'King Must Die' To Be Made in Todd-AO

From THE DAILY Bureau

HOLLYWOOD May 3. — Twentieth Century-Fox's multi-million dollar presentation of "The King Must Die," based on Mary Renault's best-selling novel, will be filmed in Todd-AO, it is announced by studio production chief Buddy Adler.

The picture, which will also be filmed in De Luxe color, will be produced by Samuel G. Engel, and directed by Henry Koster, director of the first CinemaScope production, "The Robe." Koster and Engel also teamed to bring to the screen the successful "A Man Called Peter." "The King Must Die" is scheduled to begin location filming in Greece, Crete and Mexico July 1.

Anti Pay-TV

(*Continued from page* 1)

TV Committee has been functioning, we have been on the defensive, always attempting to check the activities and advances of pay-TV advocates. The current action in Washington of the House Interstate Commerce Committee has finally taken us off the defensive.

"We are now in a position to take offensive action, and as the first example, I would urgently solicit your cooperation in duplicating the example provided for us in California."

He sent the exhibitor leaders copies of Assembly Bills 2438 and 2439 introduced last month in the California Legislature, which would make it a misdemeanor to charge for any television program which could be seen free in any part of the state, and making it illegal to institute a toll-TV system without first obtaining a certificate of public convenience and necessity.

Pleads for 'Similar Bills'

The California bills, Harling said, were sent to the key exhibitor leaders "in the hope that in your state, with your close ties to your state legislature, you might be able to have similar bills introduced."

"If similar legislation can be enacted in other states," Harling declared "The Joint Committee's campaign to eliminate toll-TV could be materially strengthened."

Harling's reference to the House Interstate Commerce Committee's action was the recent acceptance by the FCC of the Committee's demand for rigid control of broadcast Toll-TV tests, and the introduction by chairman Oren Harris of House Resolution 6245 which would place cable-TV in same category as broadcast pay-TV.

Appoint Zabin Agency

The Astor Theatre, Brooklyn and Prospect, Bronx, have appointed Loewy Stempel Zabin, Inc., as their advertising agency.

Virginia Theatre Group Making Big Plans for Silver Anniversary

Special to THE DAILY

RICHMOND, Va., May 3.—Virginia Motion Picture Theatre Association members have big plans underway for their Silver Anniversary Convention which will be held at the Chamberlin Hotel, Old Point Comfort, Va., on July 6, 7 and 8, according to President Syd Gates, Norfolk. The convention will open at 3 P.M. on Monday, July 6, with a meeting of the board of directors. New officers and members of the board of directors for 1959-1961 will be elected at that time. The President's Reception will begin at 6:30 P.M. and will be the only other scheduled event for the opening day.

Will Start with Brunch

Meetings on Tuesday morning will begin with a 9:30 brunch and the opening business meeting at 10:30 o'clock. In addition to the business meetings featuring outstanding speakers, a variety of entertainment has been arranged for members and their families for both Tuesday and Wednesday. A golf tournament will begin at 2 o'clock each afternoon. Fishing boats will be available for fishing enthusiasts and pleasure boats will leave the docks at 2:30 both afternoons on scenic tours. There will also be card games planned for Tuesday and Wednesday afternoons.

Tuesday activities will end with Game Night beginning at 9 o'clock. Prizes will be given to the winners of the various games.

The final business session will begin at 10:30 Wednesday morning following the 9:30 brunch. Cocktail hour will begin at 6:30 followed by the banquet and dance which will climax this three-day meeting of business and pleasure. The new officers will be presented at the banquet after which the golf tournament and other awards will be made to winners in the events.

General Chairman Paul Roth announces the following committee chairmen: Syd Gates, honorary chairman; John Broumas, Tacoma Park, Md., coordinator; Seymour Hoffman, Richmond, and Ellison Loth, Waynesboro, banquet; Rodney Collier, Hal Covington, Ashland and Dave Kamsky, Richmond, business building forum; Jeff Hofheimer, Norfolk, distinguished guests; J. K. Crockett, Virginia Beach, and Jesse Odom, Newport News, drawings; Herbert Morewitz, Newport News, and Bob Richardson, Suffolk, exhibits.

All Sections Represented

William Dalke, Jr., Woodstock, finance; Hal Lyon, Franklin, food; Sidney Bowen, Norfolk and Tom Mudd, Newport News, golf tournament; Dave Garvin, Greensboro, N.C., Mrs. Harry Roth, Silver Spring, Md., and Jack Rumsey, Covington, hospitality; Mrs. Dave Garvin and Mrs. Carlton Duffus, ladies; Denver Aleshire, Luray, and F. M. Westfall, Martinsville, president's reception; Roy Richardson, Suffolk, prizes and donations; Leonard Gordon, Newport News, and T. I. Martin, Culpeper, program ads; R. Dewanner Stallings, Newport News, publicity; Charles Collins, Warwick and William Jasper, Newport News, registration; R. G. Flanary, Richlands, and Julian Gordon, Newport News, Tuesday evening party; and Carlton Duffus, Richmond, VMPTA executive director.

Remodeled Drive-In Reopens in Denver

Special to THE DAILY

DENVER, May 3. — The completely remodeled and newly equipped Wadsworth Drive-In Theatre has opened here. The theatre had been closed for over a year.

The Wadsworth will be under the direction of Charles Reagan and Mrs. Vera Cockrill who operate the Denham Theatre, Denver first-run. Buying and booking will be handled by Fred Knill of Gibraltar Enterprises.

Susan Hayward Signed

HOLLYWOOD, May 3. — Universal-International and Susan Hayward's independent producing company, Chalmar Productions, have concluded negotiations for the recent Academy Award winner to star in "Elephant Hill," for Universal release, based on the Robin White novel about the romantic entanglements of an American girl visiting missionary relatives today in India.

Production will be filmed in color late this year on location in its natural Far Eastern locale as well as in England.

'Old Newsboys Day' Friday in Atlanta

Special to THE DAILY

ATLANTA, May 3. — Former newsboys will re-live the past for one day when they participate in "Old Newsboys Day" here on Friday under sponsorship of the Variety Club of this city and the Atlanta "Journal" and "Constitution." Money raised from a special edition of the "Journal" and "Constitution" will go to the Atlanta Cerebral School, as in the past eight years.

A parade, starting at 10 A.M. will be held before the old newsboys start hawking their papers. John Ed Carmach is co-ordinator of this year's event. General co-chairmen are: Jon Farmer, Variety Club president, and Howard Klein.

Day sales will be under direction of Tom Lucy, of the Tom Lucy Booking Office, with Mrs. Jennie Gardner in charge of the night sales.

Other chairman include Harold Spears, general manager of the Bailey Theatres and Leonard Burch, branch manager of United World Films. Advance sales are under A. B. Padgett and Mrs. E. E. Whittaker, chairman of the V. C. ladies committee.

Detroit Planning New Business Building

Special to THE DAILY

DETROIT, May 3. — Met exhibitors of Detroit will tomorrow intentions to secure ticipation of every Detroit th drive-in in raising $50,000 11 for a campaign to run six It is hoped to augment the contributions from distributo

Money will be spent on r TV advertising of current a and naming the participating First runs are to contribute second $1,000, pre-keys $7 $500, day-after-keys $250, ot in weekly payments from $5

The Goldwyn Awa To Be Made Tom

From THE DAILY Bur

HOLLYWOOD, May 3. star John Wayne will be or key speakers on Tuesday at annual Samuel Goldwyn Writing Awards at UCLA, wl wyn personally will present for $1,000 and a series of oth to winners in the annual wri petition. Wayne will discuss portance of the Story to th

In addition to an address wyn, other speakers include O. Knudson, acting-chance William Melnitz, acting cha the Department of Theatre Kenneth MacGowan, profess tus of theatre arts.

Judges for the competit George Stevens, president Academy of Motion Picture Sciences; Edmund Hartman al chairman of the Writers America; Billy Wilder, pro rector; Dr. Claude E. Jor ciate professor of English a and Dr. James V. Hatch, vi sistant professor of theatre ar

'Young' Tour Sta Here for Premier

The 3,745-mile Warn Transcontinental Star Parade take ten young Hollywo coast-to-coast by Greyhour cruiser to Philadelphia for 19 world premiere of "Tl Philadelphians" will be ext miles to enable the group t ent at the New York premi Warner Bros. motion pictu Criterion Theatre May 21. bers of the Hollywood "goo sion," who will leave the fil next Wednesday will arriv York May 20. "The Young phians" will open at the Cri following day.

Included in the group Adams, Peter "Lawman" B lene Howell, Will "Sugarfoo ins, Alan Hale, Jr., Diane Roger Moore, Erin O'Bri Smith and Connie Stev troupe will visit 34 cities than 200 towns during t country tour.

...v Approach

(Continued from page 1)

... the Motion Picture Associa... member of its advertising and ... directors committee.

... film must be given a new, ...e identity in the minds of the ...ping public," according to ...

... stresses that hard-hitting and ... campaigns also served to ...e film's producer and stars ... the importance of promoting ... on all levels. "By establishing ...areness in their minds," he ...e are better able to get the ...material and cooperation nec... penetrate the broadest pos...dience. In today's market, it ...important to have production ...orking and thinking in terms ...handising your picture before ... as after it is completed."

...es Problem Unchanged

...le though it may sound," ...elieves, "the basic problem ...merchandising remains virtu...changed: how to tell your ... you have a picture they'd ...ing. We are constantly on the ... new methods and techniques ...ate the proper level of au...nterest in a film before and ...me of its release."

... finds no pat formula in solv... problem. "Public responsive...anges, and no two features ... precisely the same kind of ... As a result," he explains, ...ndising that hits and holds ...ence is in some respects an ...l operation, played by in...ld ear. Carrying the message ... movie market is more than ... a matter of alertness and ...v. As long as audience tastes ...its shift, film promotion will ... to be a dynamic art rather ...cience."

...ls of Extensive Planning

... UA executive also under...he enormous amount of plan...d coordination on all levels ...ecessary to achieve the prop...handising campaign for each ... After the campaign has been ...ted, an intensive follow... program is undertaken pene...every area of the projected ...n.

... case in point, Lewis recapi... the United Artists promotion ...n for its release of "Some Like ... He said that the promotion ...en planned well in advance ... film's release.

...e 'Lonelyhearts

... Artists' "Lonelyhearts" has ...vited for special presentation ...ixth Asian Film Festival to be ... Kuala Lumpur, the Malay ... from May 4-8. Produced by ...hary, "Lonelyhearts" will be ... American entry and will be ...ut of competition. This is the ...e that an American film has ...vited for showing at this an... stival, which heretofore has ...en only to pictures of Asian

The Five Pennies

CONTINUED FROM PAGE 1

"Beau James," blending public and personal episodes in the career of a popular personality in about equal proportions.

"Red" Nichols, for those who may not remember him, was a very popular band leader and cornetist of the '20's and '30's. His combo was known as "The Five Pennies," and their star was steadily rising until Nichols' young daughter contracted polio. Nichols blamed this tragedy on his preoccupation with his career and subsequently gave up music to devote full time to his daughter's convalesence, working the while in a shipyard. Much later, encouraged by the example of his daughter, who gradually regained her strength, Nichols renewed his interest in music and formed a new edition of the "Pennies."

These basic incidents are set forth in Rose and Shavelson's screenplay, but they are, of course, built up with numerous musical and comedy moments. Whether or not all of the latter are true to Nichols' life, they prove to be ideal for Kaye's talents. In a rapid series of scenes depicting assorted jobs with such groups as the "Cliquot Club Eskimos" and the "Canada Dry Mounties," he resumes the madcap specialties that were his first claim to fame. Throughout, he sings a number of old songs of the period and some new ones written by his wife, Sylvia Fine, performing several duets with "Satchmo," with Nichols himself doing the off-screen corneting. The best of the latter numbers is "The Five Pennies Saints," which brought generous applause from a theatre preview audience.

SINCE KAYE is generally considered to be a comedian, and a great one, at that, it is perhaps surprising that he is able to make so much out of the quieter dramatic moments. His reactions during the time of his daughter's illness are very well portrayed. But Kaye's finest moment comes in a simple scene with his daughter at a somewhat younger age, when she has just learned to play poker from one of the "Pennies" and takes her father on for a hand with peanuts as the stakes. The reactions of both players—the moppet being Susan Gordon—are so natural that this will be one of the most cherished moments of the picture.

Playing opposite Kaye is lovely Barbara Bel Geddes, who, as his wife, belies the character's chorus girl origins and makes a quiet portrait of a woman never swerving from her dedication to her husband and daughter. The daughter is played as a teenager by Tuesday Weld, with other important parts filled by Harry Guardino, Bob Crosby, and Valerie Allen. The original "Pennies" are played by Ray Anthony, Bobby Troup, Shelley Manne and Ray Daley, who are some of the top jazz artists of today.

For those exhibitors who have been clamoring for more wholesome subjects, this Paramount picture should fill the bill. Properly merchandised, with particular emphasis on Kaye and the '20's backgrounds, which are especially well-created in some of the best Technicolor photography seen recently, "The Five Pennies" can be spiralled into many dollars at the boxoffice.

Running time, 117 minutes. General classification. Release, in August.

WARREN G. HARRIS

AB-PT Circuits

(Continued from page 1)

AB-PT, will attend the meeting as will Sidney M. Markley, vice-president. Pictures to be discussed include Warner Bros.' "The Young Philadelphians"; 20th Century-Fox's "Say One for Me"; and Allied Artists' "The Big Circus."

This will be the third in a series of such meetings of the southern circuits. The first was held in New Orleans, and the second last year in Clearwater, Fla.

R. J. O'Donnell, vice-president and general manager of the Interstate Circuit said, "This will be the first chance to welcome Mr. Goldenson to Texas since AB-PT has been operating the southern theatre circuits. Also, it will be the first visit of R. B. Wilby, chairman of the board of the Wilby-Kincey Circuit from Atlanta, Ga."

Minn. Legislature Studies DST Mix-Up

Special to THE DAILY

MINNEAPOLIS, May 3. — The Minnesota legislature has reacted to the public outcry of both pleasure and anger over the injunction granted Minnesota Amusement Co. to halt daylight time in the metropolitan territories of Minneapolis and St. Paul.

There have been seven bills introduced into the legislature dealing with fast time.

These bills run all the way from statewide fast time through local option and limited area time to no fast time at all. It is not known whether any of these bills will get out of committee and be voted on before the supreme court hears the Minnesota Amusement case May 8.

See Mayfair Set for Cine-Panorama

A deal for presentation of Russia's three-projector Cine-Panorama system at the Mayfair Theatre here was reported to be close to signing at the weekend.

A spokesman for Fair Enterprises, operator of the theatre, said that unless there was some sudden delay, the lease would be signed by today at the latest. If signed, the lease will permit the Russians to exhibit their Cinerama-type film, "Wide Is My World," at the Mayfair for a period of 40 days, concurrent with the Russian Trade Fair at the New York Coliseum.

Three Weeks for Conversion

A period of about three weeks would be needed to convert the Mayfair to the Russian system. The Russians will pay the cost of conversion and also re-conversion, the latter if the theatre desires it. The Mayfair management was uncertain at the weekend whether it would seek re-conversion, pointing out it might be profitable to retain the three-projector installation, which is reportedly adaptable with certain American processes.

The starting date of the Russian exhibition here has not been definitely set, although it is expected to be in late June. If the Mayfair is leased, it will have to be shuttered several weeks in advance of that date for the Cine-Panorama installation. The theatre has recently been booking reissues, with a combination of two James Dean features the current attraction.

Frankovich Named

(Continued from page 1)

of the Columbia organization in Britain has been prompted by the expansion of its production program in the Eastern Hemisphere, it was stated. In his new post, Frankovich, who is also a vice-president of Columbia International, will act as Columbia's Hollywood liaison and will represent the studio in all production activity in England and in Europe, and also in coordinating the activities of independent producers based in England and on the Continent. Managing director of Columbia in Britain since 1955, Frankovich formerly was an independent film producer.

Hargreaves, who until recently was president of Rank Film Distributors of America, will return to London in the near future to assume his new assignment. Before coming to New York two years ago to head the Rank operation here, Hargreaves was in charge of distribution in Britain of the Rank Organization. He has just returned here from London where he settled his contract with Rank.

Meanwhile Geoffrey Martin, who was director of publicity for Fan Film Distributors of America, left for London where he is expected to be reassigned by June 1.

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SMPTE Convention Ope

(Continued from page 1)

to be held in connection with the convention, will be the largest, and the first with international participation, ever sponsored by the SMPTE.

Monday through Thursday of this week, some 45 booths will display the latest in photographic instrumentation, cameras, projectors and screens, closed-circuit TV systems, lab and editing-room equipment, motion-picture and TV studio lighting, and magnetic-optical sound devices.

On Monday, the opening day of the convention, sessions will be devoted to high-speed photography and instrumentation, theatres and projection. Mitchell Wolfson, president of Wometco Theatres and Television Station WTVJ of Miami, will address a get-together luncheon on that day.

General to Speak

A special attraction of the first day also will be an address that evening by Major General John Bruce Medaris, Commanding General, U. S. Army Missile Command, Huntsville, Ala. General Medaris previously commanded the Army Ballistic Missile Agency from its inception in November, 1955. He was designated first commander of the AMC in March, 1958.

A novel new feature of the convention will be the papers-demonstration session on the second day, scheduled to be held in connecti the international equipment The demonstrations will be g sequence in the sessions aud adjacent to the international ment exhibit. Thirteen compa scheduled to participate in t sion.

Concurrent sessions on sou studio lighting and practices w Wednesday, the third day of t vention. Fourteen technical presented at the two sessions clude: magnetic-recording an uniformity measurements; plan integrated sound system for th studio; magnetic tape damag causes other than wear; sig developments in studio lighti outs; a multi-PAR lamp lumin light projection for stage light rigging for television studios.

Nine Papers Thursday

Thursday will be devoted t lingual films and television fil niques. Nine technical papers subjects will be presented at t sions beginning at 9:30 A. 1:30 P.M.

Friday, the final day of t vention will be devoted to dis of television facilities and vid recording. Fifteen technical pa the two subjects will be prese two sessions beginning at 9:0 and 1:30 P.M.

Berliner Director of Studio Electronics Corp.

Oliver Berliner, writer and lecturer on sound recording, has been named a director of Studio Electronics Corporation, Burbank, Calif., manufacturers of professional audio products. Berliner is the grandson of Emile Berliner, pioneer inventor in the phonograph field. At Studio Electronics Corp., Berliner will serve as sales manager and advertising director.

Berliner is also president of Oberline, Inc., whose Ultraudio Products Division is preparing a line of professional portable mixer amplifiers for recording studios, broadcasters and advanced home recordists, designed by him. These will be manufactured by Studio Electronics Corporation.

Distribution Set-Up Is Changed by Hurley

Hurley Screen Company, Inc., Corona, L.I., N.Y. has announced that as of May 1 they have discontinued distribution of their screens through Radiant Manufacturing Corp. The company will return to the former policy of selling through authorized Theatre Supply Dealers.

Operational data will be forwarded to dealers shortly. Mel Hurley, president, stated that, "the change in sales policy will assure the industry continuation of Hurley quality and service at readjusted prices."

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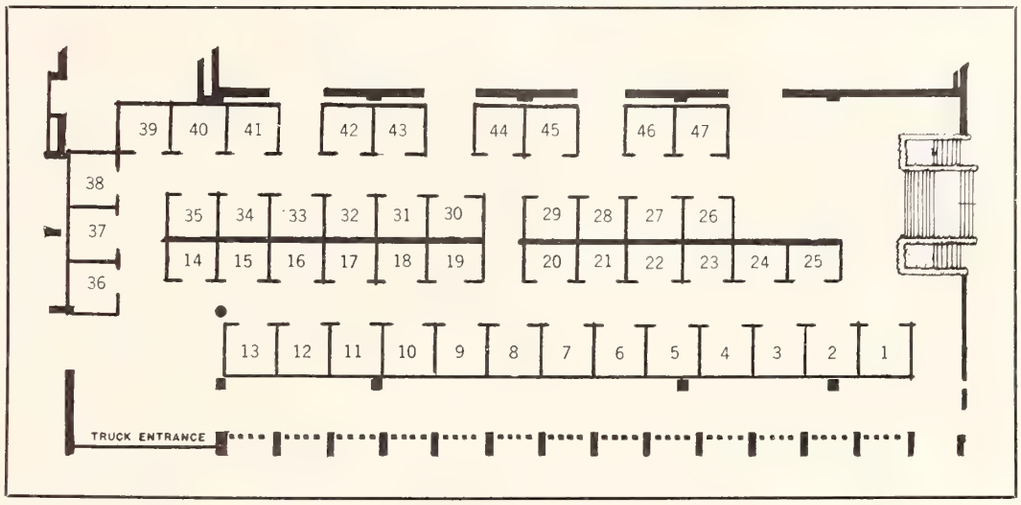
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APTE EXHIBITS

anies displaying equipment, and plan of booths, at convention of y of Motion Picture and Television eers, Hotel Fontainebleau, Miami , Fla., May 3-8.

XHIBITS ARE OPEN:

: 2:00 - 6:00 WEDNESDAY: 12:00 - 4:00
: 12:00 - 6:00 THURSDAY: 12:00 - 6:00



CORPORATION, Redwood City, Calif. . . . . Booth 9
TION EQUIPMENT CORP., New Rochelle, N. Y. . . . . Booth 22
HOWELL COMPANY, Chicago, Ill. . . . . Booths 28, 29
I-LEHNER CORPORATION, Los Angeles, Calif. . . . . Booth 38
SAWYER CINE EQUIPMENT, INC., Los Angeles, Calif. . Booth 27
EQUIPMENT COMPANY, New York, N. Y. . . . . Booths 20, 21
Y LIGHTING, INC., North Miami, Florida . . . . . Booth 34
SEMENTS CINEMATOGRAPHIQUES ECLAIR, Paris . . . Booth 19
ONIC APPLICATIONS, INC., Stamford, Conn. . . . . Booths 32, 33
RESEARCH, INC., Richmond, Va. . . . . Booth 39
N & BABB, INC., New York, N. Y. . . . . Booths 46, 47
RWALD COMPANY, Evanston, Ill. . . . . Booth 7
VOOD FILM COMPANY, Hollywood, Calif. . . . . Booth 4
ON FEARLESS CORPORATION, Los Angeles, Calif. . . . Booths 30, 31
PHOTO CORPORATION, New York, N. Y. . . . . Booths 40, 41
-SMITH CORPORATION, Falls Church, Va. . . . . Booth 36

MAGNASYNC MANUFACTURING CO., LTD., No. Hollywood, Calif. Booths 42, 43
D. B. MILLIKEN COMPANY, Arcadia, Calif. . . . . Booth 37
MOTION PICTURE ENTERPRISES, INC., Tarrytown, N. Y. . . . Booth 16
MOVIOLA MANUFACTURING COMPANY, Hollywood, Calif. . . Booth 8
PAROMEL ELECTRONICS CORP., Chicago, Ill. . . . . Booth 18
PRECISION LABORATORIES, Brooklyn, N. Y. . . . . Booth 25
PRESTOSEAL MANUFACTURING CORP., Long Island City, N. Y. . Booth 17
RCA FILM RECORDING, New York, N. Y. . . . . Booth 6
RO-NAN PLASTIC & MANUFACTURING CO., Van Nuys, Calif. . Booths 1, 2
S.O.S. CINEMA SUPPLY CORP., New York, N. Y. . . . . Booth 26
STUDIO SUPPLY COMPANY, Burbank, Calif. . . . . Booth 35
TIME AUTOMATED MFG. CO., INC., Rahway, N. J. . . . . Booth 44
UNICORN ENGINEERING CORP., Hollywood, Calif. . . . . Booth 3
VICOM, INC., Rochester, N. Y. . . . . Booth 14
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S.O.S. Showing Several Units at Exhibition

The S.O.S. Cinema Supply Corporation, New York, is exhibiting several new production items at the convention of the SMPTE in Miami Beach May 3-8. Among them are the new S.O.S. Jr. and Sr. Viewers, and the S.O.S. Versa-Dolly. New Ediola and Magniola combinations of the viewers, with sound readers and magnetic sound reproducing synchronizers, also are being displayed.

The new S.O.S. Sr. Viewer casts a 3x4 picture and has built-in focusing and framing controls. An editing pencil can be used directly on the film when the lamphead is lifted. A work light automatically goes on and the editing lamp goes off in this position to further facilitate film editing.

Equipment Dealers Unit Votes To Join SMPTE

The Association of Professional Cinema Equipment Dealers has voted as a group to take out sustaining membership in the Society of Motion Picture and Television Engineers and the Film Producers Association. The latter was formed last year for purposes of "mutual understanding" and "ethical conduct" in the trade. Members are Camera Equipment Co., Camera Mart Inc., Florman & Babb, National Cine Equipment, Inc., and S.O.S. Cinema Supply Corp.

APCED members serve motion picture producers, TV stations, sound stages, film laboratories, educational institutions, industrial concerns, advertising agencies, recording companies and animation studios.

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elevision Today

OUR VIEW

of considerable interest and ficance that the American Civil rties Union has reversed a 10- licy, no less, to approve the e of radio and television sta- litorializing on public issues. t that this group has avowedly public position on this critical important, as the text of the ation's statement was made nly today by Patrick Murphy executive director.

he recommendation of the ra- committee, the board of di- adopted the statement of pol- omas R. Carskadon, who as n of the committee, joined in ouncement of the policy, made e reasoning behind the deci- e and Mr. Malin said the was based on the need "in turbulent, complex world for est exchange of information nion, a need which the radio- ustry is uniquely able to help deny stations permission to lize is not furthering public on. It is, in effect, a blockade much-needed discussion."

•

is extremely well put, and careful finger on the crux of ter. The Civil Liberties Union rrectly asks that in editorializ- editorial material be clearly d as an expression of the opinion. The statement goes ch editorializing on any sub- uld be done in the context of 's over-all balanced program- ncluding the subject matter. need not be an affirmative out of an opposing view in stance, except where the com- concerned has no other ade- orum, but it should be made at opportunity will be offered presentation of a responsible view seeking such oppor-

Union reviewed, in its public cement, the background of the izing situation, noting that it osed when the FCC, in 1949, its own 1940 ruling against izing. It called the plan "con- and unworkable." Again in e Union says it declared its that the approval by the FCC ise.

•

ver, the group now points out believes the granting of the editorialize serves as an im- encouragement of discussion rsity. The Union seeks to safe- view in its insistence that op- views be sought out by the ting unit, in order to avoid sibility of totally one-sided tion.

his view in general we agree, **but it also should be borne in mind that the television or radio station, in large measure, should be free to enjoy the same rights and privileges as its counterpart of the printed page, the newspaper. Nobody today for a moment even thinks of questioning the right of the newspaper to editorialize to any extent it sees fit. It will take a measure of time for the public—and public officials—to realize and appreciate the fact that television and radio are entitled to the same rights as the public press.**

•

Eventually, by a process of evolution, and furthered by a carefully-pursued television policy of editorializing with care, thought and circumspection, the editorializing by the radio and television unit will be standard practice, understood and accepted without question. And that time is not far off.

—Charles S. Aaronson

Expect TV Revenues To Jump 8% in '59

From THE DAILY Bureau

WASHINGTON, May 3.—Television stations expect 1959 revenues to increase a little over 8 per cent and radio broadcasters about 2.5 increase in revenues according to a survey conducted by the National Association of Broadcasters.

The NAB said it surveyed some 1,000 typical radio and TV stations, asking them to predict revenues on the basis of first quarter business. The result showed, the NAB said, that broadcasters are much more optimistic now than they were at this time last year.

The greatest estimated increases in revenues among television stations came from the very smallest and the very largest.

SAG and AFTRA

(*Continued from page* 1)

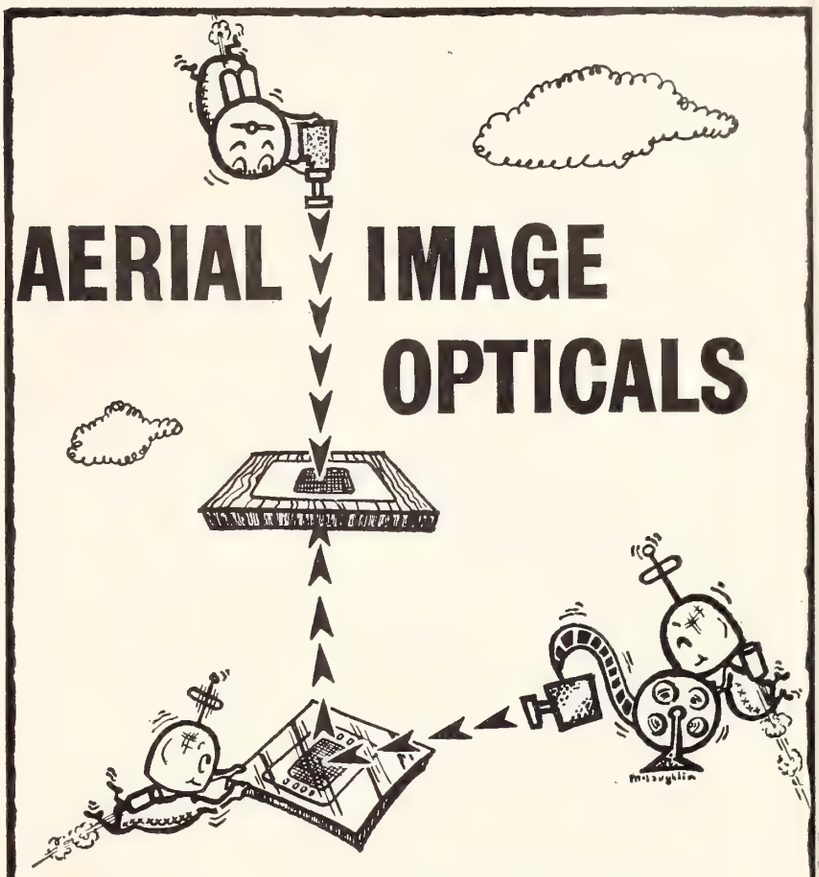
and 10, to discuss the selection of an organization for a thorough study of the possibilities of some form of merger of the two unions.

Announcement of plans for the talks was made jointly on Friday by the two organizations.

Oregon Station Will Be ABC Affiliate

KOTI-TV, Channel 2, in Klamath Falls, Ore., has signed as an affiliate of the ABC Television Network effective June 7, it was announced by Alfred R. Beckman, ABC vice-president in charge of TV station relations.

William B. Smullin is general manager of KOTI-TV, which is owned by California-Oregon Television, Inc. The studios are located on the Oregon Technical Institute campus in Klamath.



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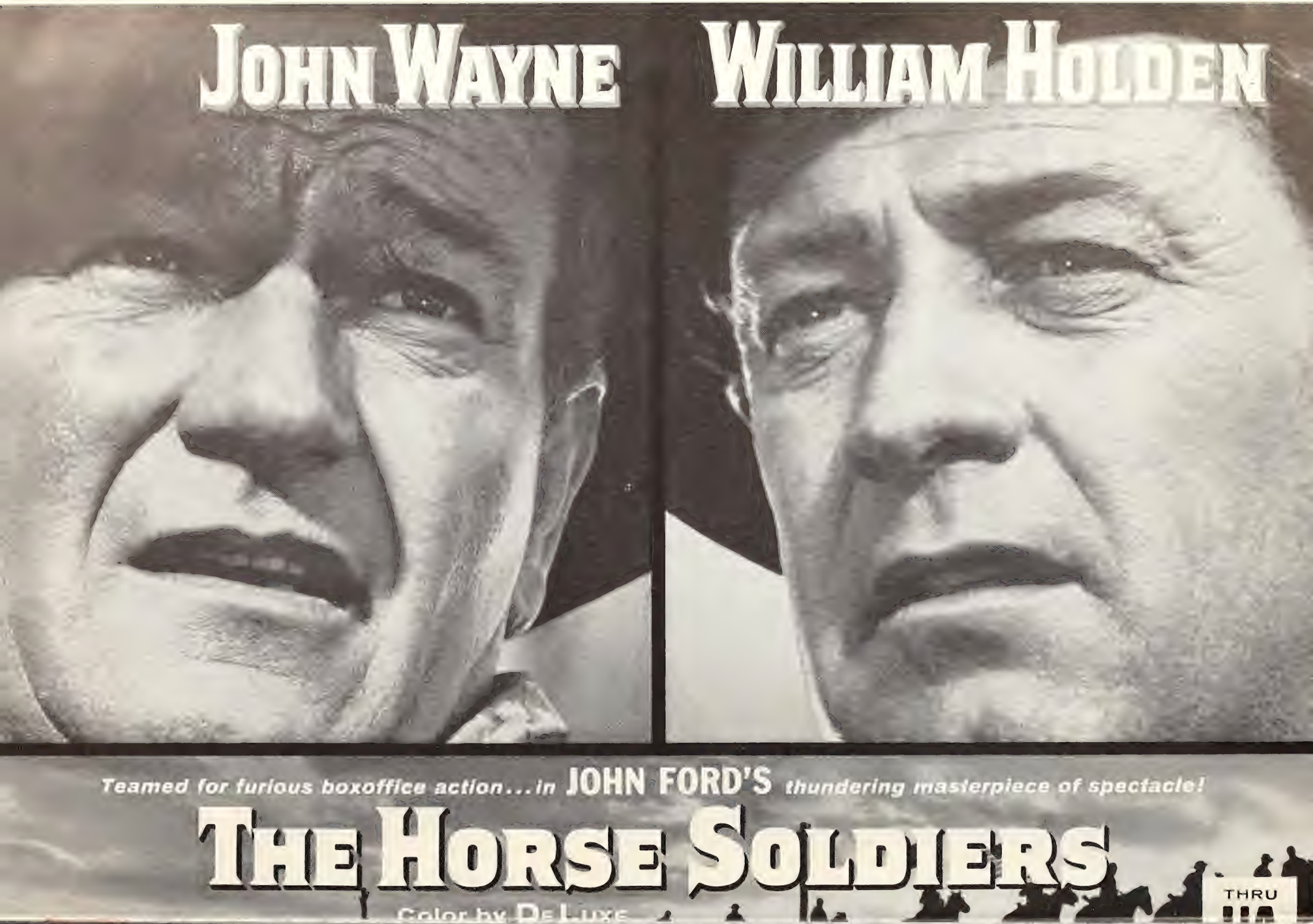
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6 Dealers operate in jection Plan

Coordinate Services Theatre Inspections

al of 126 equipment dealers every state in the union will te with the inspection and program of the Council for provement of Theatres and Picture Projection, George G. s, president of Theatre Own- merica, announced yesterday. s said the cooperation of the ganizations had been secured G. Colvin, executive director Theatre Equipment Dealers ion, and that all would assist (Continued on page 4)

'17' Surveys Film Teen-Age Habits

ng the average week, better alf—54.9 per cent—of all teen to the movies, and they prefer s, romances and comedies, ac- to a new survey conducted by en Magazine to determine the oing habits of teen-age girls. vey is based on the reports of (Continued on page 4)

n, Schary Speak at ideis Fete Tonight

ucer Dore Schary and Isadore formerly economic advisor to President Franklin D. Roose- ew York State Industrial Com- er under Governor Harriman, andeis University trustee, will st speakers at the first annual (Continued on page 4)

VISION TODAY—page 5

Plan to Permit Firms Operating Abroad to Defer Taxes Is Backed

From THE DAILY Bureau

WASHINGTON, May 4.—The Eisenhower Administration will back a plan to permit some U.S. businesses to defer U.S. taxes on foreign earnings until the earnings are brought back to this country.

Right now, this is permitted for firms operating through foreign subsidiaries, but not for firms operating through branches.

The Administration stand, scheduled to be sent Congress this week, would permit companies operating (Continued on page 5)

Cites Influence of U.S. Films Abroad

By DAVID HARRIS

MIAMI BEACH, May 4. — The profound influence that American motion pictures have long exerted on the people of the world was described by Mitchell Wolfson, president of Wometco Theatres and Television Station WTVJ of Miami, at the opening luncheon of the 85th semi-annual convention of the Society of Motion Picture and Television Engineers here today.



Mitchell Wolfson

Wolfson welcomed the delegates to Miami at a luncheon in the Hotel Fontainebleau. Registration, which (Continued on page 5)

Art House Route for AA's 'Punishment'

By WARREN G. HARRIS

Denis and Terry Sanders, together with their distributor, Allied Artists, are going to follow the art house route with their about-to-be-released "Crime and Punishment—U.S.A.," it (Continued on page 5)

Para. Meet to Vote On Stock Retirement

Paramount stockholders will be asked to approve the elimination of 50,000 shares of the company's common stock from the shares it is authorized to issue when they meet at the home office on June 2, the notice (Continued on page 4)

MPEA Permit Recommendations Are Followed in New Japanese Pact

The basic quota system favored by the Motion Picture Export Association of America has been made a part of the new film agreement with Japan, release of details of the agreement here yesterday disclosed.

The inclusion of the MPEA's recommendations for the issuance of film import permits constitutes the major change in the agreement from the one for the preceding year. The MPEA advocates issuance of permits based on the amount of business which each distribution company does in Japan.

A total of 221 import permits, including those for the so-called "relief" and the "special adjustment," will be given in the 1959 fiscal year. Of the total, 166 will be for basic allocations in the same numbers as last year, except that those of RKO and Republic are being withheld pending review.

The newly introduced policies include the employment of a universal (Continued on page 5)

Cultural Exchange

IRS Studying 30% Tax on Soviet Films

Long Analysis Expected; Treasury Has Final Say

By J. A. OTTEN

WASHINGTON, May 4.—The Internal Revenue Service now has under study an official State Department request for a ruling that the 30 per cent withholding tax does not apply to the sales of Soviet films under the recent cultural exchange agreement.

Treasury officials stress that the matter is one that goes far beyond the film industry and could set precedents for many other industries; hence, the likelihood of lengthy and careful study. However, the only previous action in a similar case holds out hope for the industry: the government ruled that the tax did not apply to the earnings of Soviet ballet troupes here.

The question involved is whether the films are government activities, (Continued on page 2)

Many Industry Leaders To Attend Vogel Fete

Many leaders of the motion picture industry will join the Mayor of New York and the March of Dimes in honoring Joseph R. Vogel, president of Loew's, Inc., in ceremonies at Gracie Mansion today.

Among those who will attend the (Continued on page 5)

New England Showmen At Paramount 'Festival'

Special to THE DAILY

BOSTON, May 4.—Scores of New England exhibitors attended Boston's Astor Theatre and the Capitol in Alston today to see the final two pictures shown here in "Paramount's Summer Boxoffice Festival" as guests of George Weltner, Paramount Pic- (Continued on page 4)

ANOTHER EMBASSY PICTURES RELEASE

JOSEPH E. LEVINE presents

THE LAW (LA LOI)

Stars GINA LOLLOBRIGIDA

Directed by JULES DASSIN

Based on the Book-of-the-Month Selection.

PERSONAL MENTION

JONAS ROSENFIELD, Jr., Columbia Pictures executive in charge of advertising - publicity, and JOHN FLINN, studio director of advertising-publicity, have arrived in Ishpeming, Mich., for conferences with OTTO PREMINGER and DAVID GOLDING on "Anatomy of a Murder."

•

JOSEPH B. ROSEN, Universal Pictures regional sales manager for the New York area, is in Gloversville from here.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Boston from New York.

•

BRUCE EELLS, executive vice-president of United Artists Television, has arrived in Hollywood from New York.

•

RUSS FENTURA, band leader, has returned to New York from London via B.O.A.C.

•

IRVING BRISKIN, Screen Gems executive in charge of production, has arrived in New York from Hollywood.

•

HERBERT H. GREENBLATT, general manager of NTA Pictures, left New York yesterday for Chicago.

Kendall, Who Built Capitol Theatre, Dead

Messmore Kendall, 86, who built the Capitol Theatre on Broadway here in 1919 as one of the first large motion picture "palaces," and remained head of its operating company since, died last Friday at Good Samaritan Hospital, West Palm Beach, Fla. He had been a director of Metro-Goldwyn-Mayer Pictures Corp. for whose films the Capitol was a Broadway showcase for many years.

Had House Atop Theatre

In addition to a home in Palm Beach and at Dobbs Ferry, N. Y., Kendall had a penthouse apartment at the Capitol, which is operated by Loew's Theatres.

Surviving are his widow, Mrs. Sepha Treble Kendall; a son, Messmore, Jr.; three daughters, and six grandchildren.

Funeral services will be held at noon today in the Church of the Heavenly Rest, Fifth Ave. and 90th St., Manhattan.

Embassy Trial to Start June 19; Goldwyn Unset

Special to THE DAILY

SAN FRANCISCO, May 4. — Although Samuel Goldwyn's anti-trust suit against National Theatres and subsidiaries was tried last year ahead of the Embassy Theatre suit naming the same defendants plus all of the major Hollywood studios, and both were tried before the late Judge Edward P. Murphy, the Embassy retrial will go on ahead of the Goldwyn litigation. Judge Murphy's death last December prevented his decision in both cases.

Federal Judge Lloyd Burke today set June 19 for the starting date of the Embassy case in spite of protests by the defense that the Goldwyn case deserved trial priority.

Arthur B. Dunne, chief defense attorney in the Goldwyn case and also one of the battery of defense lawyers in the Embassy suit, urged the delay in setting the date for the Embassy trial.

Pre-Trial Hearings Slated

Today's ruling by Judge Burke fixed the date of pre-trial hearings rather than the actual start of the trial, but such a decision means the case will commence before a jury shortly thereafter.

Meanwhile, decision is awaited from Judge Albert C. Wollenberg on Goldwyn's motion last week for a retrial with a jury. Although Embassy attorney Robert D. Raven previously had argued successfully before Judge Burke for a retrial with jury, courtroom observers today doubted that Goldwyn's motion for a jury would be granted. The late Judge Murphy heard both trials last year without a jury.

The two monopoly suits, seeking a total of more than $10,000,000 in triple damages, were originally filed in 1950.

Chaplin Film Big Here

Charlie Chaplin's "Modern Times," which opened at the Plaza Theatre on Saturday, racked up an opening day gross of $5,908 and followed with a record breaking Sunday gross of $4,-632 for an opening weekend of $10,-540, it is announced by Lopert Films, Inc., distributors of the picture in the U.S. These figures represent an all-time Saturday-Sunday or weekday record for the Plaza Theatre, it was stated.

$343,500 for 'Museum'

"Horrors of the Black Museum," AIP release, which opened in a saturation booking in the New York exchange area last Wednesday, grossed $343,500 in the five days through Sunday, the company reported yesterday.

'Compulsion' Cheered At Cannes Festival

Special to THE DAILY

CANNES, France, May 4. — 20th Century - Fox's "Compulsion," produced by Richard Zanuck, received a tremendous ovation at the Cannes Film Festival here yesterday. The audience, numbering over 2,000, cheered the film for more than a quarter of an hour.

Police had to smuggle Orson Welles, star of the picture, with Darryl F. Zanuck, father of the producer, and Juliette Greco, French actress, through a back door to avoid an enthusiastic crowd waiting at the main entrance after the showing.

Du Mont Lab. Cuts Loss In First Quarter

Allen B. Du Mont Laboratories reported a loss for the first quarter of 1959 of $87,846 on sales of $4,457,000. This compares with a loss of $943,000 on sales of $9,806,000 in the corresponding 1958 quarter, D. T. Schultz, president, reported.

Included in the results for the 1959 quarter were non-recurring credits to income of $353,000. Schultz noted that a tax refund of $1,832,000 has been received and current debt has been further reduced by $2,600,000 since the beginning of the year.

For the years 1958 Du Mont reported a loss of $9,504,000, after a tax carry-back refund of $2,174,000, on sales of $30,166,000. This compares with a 1957 loss of $534.000 on sales of $43,500,000.

Schultz said Du Mont's break-even point has been cut about in half and the company is in an improved position to "develop and expand its less competitive and more profitable specialties in electronics."

Schultz reported "steady progress" by Du Mont in the development of the Lawrence single-gun color television tube under its arrangement with the Chromatic Laboratories division of Paramount Pictures, which is the owner of a substantial block of Du Mont stock.

New Midwest Company Leases Three Houses

Special to THE DAILY

KANSAS CITY, May 4. — The Fox and Orpheum theatres in Atchison, Kan., and the Frontier Drive-in Theatre in Winthrop, Mo., across the Missouri River from Atchison, have been leased by a new corporation formed by Harry Hixon, an Atchison City Commissioner, and Commonwealth Theatres, Inc., of Kansas City.

Hixon will be manager of the corporation, to be known as Commonwealth Atchison Theatres.

IRS Studyi

(*Continued from page* 1)

and hence not subject to the holding tax, or whether they a sentially commercial activities spite the government ownership so subject to the tax.

Until now, discussions be State Department officials on th hand, urging the tax exemption Treasury Department and In Revenue officials, have been informal basis. The initial respo the Treasury has been friendly ticipants assert. Now the State partment has submitted a form quest for a ruling.

Treasury Has Final Word

Internal Revenue's reply ma be the final word, but may be form of an advisory opinion t Treasury, which will make the decision. Tax men are worried t they hold the films are a govern rather than a commercial, ve they will then have to make the ruling for tractors, generators, c other items which the Soviets want to sell in U.S. at a later d

Coast Trust Suit Na FWC, NT, Distribut

From THE DAILY Bureau

LOS ANGELES, May 4. — N as defendants in a $450,000 monopoly suit filed in Federal by Alex, Max and Myrtle Schi executive board members of th defunct 1,300-seat Paradise Th are Fox West Coast Theatre 20th Century-Fox, Loew's, Uni Paramount and National T Amusement Co.

Plaintiffs charge their theatr "frozen out" of first-run features 1951 to 1957.

'Hot' Reaches $324,

United Artists' "Some Like It has registered a $324,477 gro five weeks at Loew's State T here, with a fifth week gr $48,316, it was announced by W J. Heineman, vice president in of distribution. The Mirisch Co presentation is holding over for week.

NEW YORK THEAT

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
DEBORAH ROSSANO MAURI
KERR BRAZZI CHEVAL
In "COUNT YOUR BLESSINGS
An M-G-M Picture In CinemaScope And METROCOL
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copie



Another Hot Exploitation SPECIAL! BOOK IT NOW
FROM U-I FOR A BOX OFFICE TIDAL WAVE!

'17' Survey

(*Continued from page* 1)

985 members of *Seventeen's* Consumer Panel who were polled on the type of motion picture theatres teens attend; the frequency of attendance; the people with whom they attend movies; and the teen-ager's influence on the movie-going habits of friends, dates and family.

According to the *Seventeen* report, movie selections of teen girls are most influenced by the type of picture, the stars and word-of-mouth advertising. In turn, teens frequently recommend movies to dates, friends and parents, with dates and friends most often following their recommendations.

The survey indicated that 34.6 per cent of teen girls regularly go to the movies with girl friends; 43.3 per cent regularly go with boy friends; 40.6 per cent occasionally go with their parents, but 67 per cent rarely go to the movies alone.

In answer to the question, "Which six pictures did you enjoy most in the last six months?" the top six selections named were "Auntie Mame", "Cat on a Hot Tin Roof", "Mardi Gras", "The Inn of the Sixth Happiness," "South Pacific" and "Gigi."

Lubin and Schary

(*Continued from page* 1)

dinner of the Amusement Arts Division to Support Brandeis University, it was announced by George P. Skouras, chairman of the newly-formed Division. The gala dinner to be attended by leading figures of the entertainment world will be held tonight at the Waldorf-Astoria Hotel. Oscar Hammerstein II will be master of ceremonies for the occasion.

The Amusement Arts Division was formed to enlist the support of leaders in the motion picture, theatre, television, radio and allied fields for Brandeis University's program of developing young creative talent.

Rail Men to See 'Jane'

WASHINGTON, May 4.—Top officials of the Interstate Commerce Commission and members of the American Association of Railroads will attend a special screening here tomorrow of Columbia Pictures' "It Happened to Jane." In the film, Ernie Kovaks plays the role of a railroad tycoon.

357 Dates for 'Maja'

United Artists has set 357 bookings for "The Naked Maja" through June in major exchanges throughout the country, it was announced by James R. Velde, general sales manager.



REVIEW:

Pork Chop Hill

Melville—UA

THIS IS A bitter and angry film about bitter and angry men but it is a shockingly realistic depiction of war and the men who make it. Produced by Sy Bartlett and directed by Lewis Milestone of "All Quiet on the Western Front" fame, the picture is technically perfect in its graphic portrayal of a battle and the battle in turn is a framework for a moving characterization by Gregory Peck of a young lieutenant torn between clear duty and the responsibility for the lives of the men under his command.

The battle is the last battle of the Korean War, an assault upon a hill strategically worthless but politically important, a futile but nevertheless savage battle in the closing minutes of what has become a futile war. While it is in progress the generals are fuming at the frustrations of the truce meetings at Panmunjon. Peck, as Lieutenant Joe Clemons, is ordered to take the hill from its Chinese defenders and hold it. Take it he does, doggedly determined to carry out his orders in the face not only of a savage counterattack by the defending forces but also in spite of colossal errors by his own headquarters, near rebellion by his weary and decimated company, and continued denials of his frantic pleas for reinforcements. At the last minute reinforcements do arrive and in the final victory the real meaning of Pork Chop Hill is apparent in the bravery of the men who fought for it.

As a cross-section of one battle of one war, the production has a unity of theme which, along with the realism of the battle scenes, makes for absorbing interest. The supporting cast, including Harry Guardino, Rip Torn, George Peppard, James Edwards, Bob Steele, Woody Strode and George Shibata, are all excellent in their portrayal of the men involved in the battle with Peck.

The screenplay was by James R. Webb from an actual account of the battle by S.L.A. Marshal, U.S.A.R. and the real life Lt. Clemons was technical advisor for the production.

Running time, 97 minutes. General classification. Pre-release, May.

JAMES D. IVERS

N.E. Showmen

(*Continued from page* 1)

tures vice-president in charge of world sales. The films shown to the theatremen were Hal Wallis' "Don't Give Up the Ship" at the Astor, and Wallis' "Last Train From Gun Hill" at the Capitol. The first "Festival" film, "The Five Pennies" was shown Sunday, with star Danny Kaye acting as host.

Following the screenings yesterday, Weltner; Hugh Owen, vice-president of Paramount Film Distributing Corporation, and John J. Moore, Eastern division manager, met with members of the Paramount New England sales organization to discuss the "Festival" films.

Exhibitors who participated in the "Festival" included Martin J. Mullin, Samuel Pinanski, Philip Smith, E. M. Loew, Sumner Redstone, Mickey Redstone, Nathan Yamins, Arthur Lockwood, Theodore Fleischer, Julien Rifkin and many others.

UA Omaha Party

OMAHA, May 4. — Independent exhibitors, circuit heads and film buyers in this area will attend a United Artists 40th Anniversary birthday party and special screening tomorrow, at the company's Omaha exchange. The party and screening are part of UA's year-long, worldwide celebration commemorating its fortieth anniversary.

Paramount Meet

(*Continued from page* 1)

of the company's annual meeting reveals.

The shares to be eliminated are a part of those which have been purchased by the company from time to time.

Reelection of the company's 12 directors will be proposed to the meeting. Directors are: Barney Balaban, Y. Frank Freeman, A. Conger Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hertz, Earl I. McClintock, Maurice Newton, Paul Raibourn, Edwin L. Weisl, George Weltner and Adolph Zukor.

Ratification of the selection of Price, Waterhouse & Co. as independent auditors for Paramount is the only other business scheduled to come before the meeting at this time.

Editing 'Anatomy'

ISHPEMING, Mich., May 3.—"On-the-spot" film editing of Otto Preminger's "Anatomy of a Murder" has enabled the producer-director to screen 90 minutes of completely edited film, all cut on location in an especially fitted hotel room. With slightly more than half the script shot, Preminger figures his first rough cut, approximately two days after final take, will run three hours. Father-and-son team of Louis and John Loeffler are doing the editing.

126 Deal

(*Continued from page*

in the program to be launch very near future.

The Council, organized at of TOA on April 16, has the cooperation of the IATSE, TESMA, SMPTE, Altec RCA Service, National Car Lorraine Carbon to provide inspection and training for owners, operators and man improve the presentation of and the physical comfort of

Questionnaires to Be Se

Questionnaires are being by TOA to be sent to all thea ers and operators, asking the turn to TOA a list of their n desires for technical assistan will send the requests eithe dealer specified by the theatr to the dealer located nearest atre if no dealer is named. T er will coordinate the ser sound, projection and othe ment technical experts, to ha visit and inspect the theat technicians will make their r rectly to the theatre owner, l to the theatreman to then he wishes to make correct pairs, alterations, or moder suggested by the technician sirable for the theatre. When veys are completed, the e dealer will notify TOA, so an followup can be maintained.

Kerasotes said that all t erating firms have agreed to inspections without cost or o to the theatre operator. All r he said, that if theatres do sent the best possible pict sound, in the most comfort roundings, they cannot hop main in business for long in of competition from other e ment media.

The entire program was p by the findings of the Motio Research Council that 70 pe theatres inspected during a survey had sub-par projectio

Simmons Pledges Supp To TOA Projection Pla

Special to THE DAILY

MIAMI BEACH, May 4.—I wood L. Simmons, president Society of Motion Picture and sion Engineers, meeting in co here, today pledged the suppo society to Theatre Owners o ica in that organization's pro the improvement of theatre picture projection.

Dr. Simmons told the dele the opening luncheon of the tion here that SMPTE has vol its services to the council fo TOA for the instituting of a diate educational campaign to theatre operators for the i ment of projection, sound an cal theatre maintenance.

e in Hope Role
nmy' Telecast

Hope will make his scheduled nce on the "Emmy Awards" Wednesday (NBC-TV Net- to 11:30 P.M. EDT), but only t the Trustees' Award which n voted him by the board of s of the National Academy of l Sciences.

originally scheduled to be the esenter of the Emmy Awards ised by his doctors not to te to the extent he had in- His comedy monologue at the he show therefore has been ed.

anese Pact

(Continued from page 1)

llocation instead of the dual n system (Global and Non- as heretofore; the discontinu- the permit bonus for superior d the educational short spe- ort systems.

newly instituted is a system ating "relief" and "special ad- " licenses to local Japanese ors.

louse Route

(Continued from page 1)

ounced at a trade press con- there yesterday.

modern adaptation of the sky classic will open May 26 at assy Guild Theatre here, and but at other key art houses ut the nation shortly there- e Sanders brothers reported. ng duo—Terry, 28, is a pro- Denis, 30, a writer-director— they made "Crime and Pun- from the very beginning art house playoff plan of ex- in mind.

the Dostoevsky novel is so ead among college students, and Punishment—U.S.A.", will ecial engagements in college rior to the coming summer t was pointed out that these ents will be arranged so that ill not conflict with regular runs.

Cast Largely Unknown

ing a cast of relatively un- players, including George n, for whom the Sanders pre- at things in the future, "Crime nishment" was filmed on a of approximately $100,000, thers said. Actual shooting of ture, in Santa Monica and California, took 12 days, but re-production and editing are nto consideration, the entire took about 10 months.

Sanders brothers' next project "The Subterraneans," an Ar- eed production for M-G-M re- Terry gets associate producer n this one, and Denis will di-

Films Abroad

(Continued from page 1)

began yesterday, continued today and was expected to reach at least 800.

Being held concurrently with the convention is an international equipment exhibit, the first with international participation ever sponsored by the Society. It also opened today and through Thursday some 45 booths will display the latest in photographic instrumentation, cameras, projectors and screens, closed-circuit TV systems, lab and editing room equipment, motion picture and TV studio lighting and magnetic-optical sound devices.

Regular convention sessions began this morning with high-speed photography and instrumentation the first subject. In the afternoon laboratory practices were discussed.

In the evening the delegates heard an address by Major General John Bruce Medaris, Commanding General, U.S. Army, Missile Command, Huntsville, Ala. Gen. Medaris previously commanded the Army Ballistic Missile Agency from its inception in November, 1955. He was designated first commander of the AMC in March, 1958.

Plan to Permit Firms

(Continued from page 1)

overseas and doing at least half their business in production work to set up special subsidiaries known as foreign business corporations. Earnings by these special corporations would be free of U.S. income taxes until brought back to this country as payments to the parent or to stockholders. The scheme would not be available to companies engaged only in distribution.

Rep. Boggs (D., La.) has already introduced legislation to permit such firms. The Administration stand, representing a victory for the State and Commerce Departments over the Treasury, will help Boggs overcome the reluctance of House Ways and Means Committee Chairman Mills (D., Ark.) to start action this year.

Many Industry Leaders

(Continued from page 1)

reception at which he will receive the March of Dimes Humanitarian Award and a Citation from the City of New York are: Eric Johnston, Adolph Zukor, Russell Downing, Bob O'Donnell, Robert Krim, Sol Schwartz, Si Fabian, George Skouras, Louis Nizer, Leopold Friedman, Eugene Picker, Abe Schneider, Abe Montague, Albert Warner.

Also, William Michel, William German, Bennett Cerf, Sonny Werblin, John Murphy, Ben Melniker, Jack Byrne, Robert O'Brien, Irving Geist, Nathan Cummings, Ben Javits, Stanley Adams, Robert Benjamin, Herman Place, Sam Rosen, Sam Rinzler, Emanuel Frisch, Ed Morey, Judge Leo Raphael and J. Howard McGrath.

Mayor Robert F. Wagner will present the citation from the city, and Claudette Colbert will give him the March of Dimes award.

Television Today

Who's Where

Independent Television Corporation has appointed a district manager and six new account executives, **Hardie Frieberg,** general sales manager, syndicated sales, announced. **Bert Weiland** of Baltimore, has been named district manager, Northeastern division. The new account executives are: **Charles G. Pye, Jr.,** and **Frank Spiegelman,** in the Northeastern division, **John A. Thayer, Jr., John E. Howard,** and **James L. Dodd** in the Southeastern division, and **Yale Lasker** in the Midwestern division.

□

Irwin Spiegel has been appointed director of on-the-air promotion for WNTA-TV, it was announced by **Malcolm C. Klein** general manager and vice-president of the station. Spiegel comes to WNTA from WMGM, where he was sales service manager.

□

Michael J. Minahan has been appointed director of TV productions operations, it was announced by **Simon B. Siegel,** vice-president and treasurer of American Broadcasting Company and financial vice-president of American Broadcasting-Paramount Theatres, Inc. Minahan was formerly ABC-TV administrative officer.

□

Harold L. Hackett, president of Official Films, Inc., has announced the appointment of **S. L. "Stretch" Adler** as director of sales for the company. Adler was previously with Guild Films as national sales manager.

'Playhouse 90' Slates 'Out of Dust' May 21

Charles Bickford, Uta Hagen, Dick York, Gloria Talbot, Fritz Weaver, Wayne Morris and Martin Landau will star in "Out of Dust," the "Playhouse 90" presentation on the CBS Television Network, Thursday, May 21. Ralph Nelson directs the Herbert Brodkin production.

"Out of Dust" has been adapted for "Playhouse 90" by John Gay from a heretofore unproduced drama by the late Lynn Riggs.

Opens New York Offices

Miss Lotte Jamel, formerly with United Artists, has announced the formation of Trojan Films, with offices here at 701 Seventh Ave. Trojan has been named exclusive U.S. representatives for Interlingual International of Japan, producers of animated cartoons for TV and commercial purposes. Miss Jamel, who has just returned from a four-month business trip to Japan, reports that Interlingual, one of the leading animation companies in Japan, is prepared to accept work from U.S. clients.

See Flexible Sales Pattern a Trend

Special to THE DAILY

ST. PETERSBURG, Fla., May 4.—Hugh M. Beville Jr., vice president, planning and research, National Broadcasting Company, predicted at the weekend that the NBC Television Network's flexible sales pattern which accommodates the small advertiser will set a significant trend on all networks in the next ten years. Speaking at the 4th district convention of the Advertising Federation of America here, Beville cited the participating sponsorship pattern of "Today" and "The Jack Paar Show" as a means "to give the sponsor with less than a million-dollar budget an opportunity to use our medium."

Praises Tape-Recording

In his address, titled "Television in the Soaring Sixties," Beville also discussed television tape recording, which he called "not only a cost-cutting tool but an instrument that greatly enlarges television's scope and flexibility as a medium of entertainment, information and advertising."

'Pilots' for 6 Series Set on CBS-TV Shows

From THE DAILY Bureau

HOLLYWOOD, May 4. — Six new television series will receive showcase opportunities via "Stripe" and "Lux Playhouse" programs, time-slotted at 9:30 to 10 P.M. Fridays during the summer months over CBS-TV. Deals for these "test pilots" were made with Lever Brothers through J. Walter Thompson company on a non-exclusive basis.

The first pilot will be a "Johnny Midnight" segment titled "Double and Nothing," starring Edmund O'Brien scheduled for "Stripe Playhouse," May 22.

Others in the pilot group include Hal March in "The Rumor" for "The Clock Watchers"; Gisele MacKenzie in "The Miss and Missiles" pilot of a series still to be titled; Jim Brown in "The Hostage" for "Roadblock"; an introductory program for "Johnny Guitar," with the star to be announced soon, and the final pilot to wrap up the group presentation on July 17, as yet untitled, will concern itself with adventures of two rival TV network world-news correspondents.



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YOU CAN'T RESIST IT!

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HYPNO-VISTA



AN AMAZING NEW EXPERIENCE IN SCREEN THRILLS!

"HORRORS OF THE BLACK MUSEUM"

IN CINEMASCOPE

IN BLOOD-CURDLING COLOR



AN AMERICAN-INTERNATIONAL PICTU

starring MICHAEL GOUGH · JUNE CUNNINGHAM · GRAHAM CURNOW · Produced by HERMAN COHEN · Written by ABEN KANDEL and HERMAN COHEN · Directed by ARTHUR CRABTREE · A JAMES H NICHOLSON and SAMUEL Z ARKOFF Production

American International

AMERICAN INTERNATIONAL SAID THEY HAD A *BIG ONE*...THESE BOXOFFICE FIGURES PROVE IT!

YEAH! IT BEAT EVERYTHING IN SIGHT!

GREAT!!

FANTASTIC GIMMICK!

DID YOU HEAR ABOUT THE GROSSES IN *NEW YORK?*

DID YOU HEAR THE AUDIENCE REACTION?

I'VE GOT MY TONGUE OUT DOWN TO MY SHOELACES FOR *THIS* ONE!

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

5, NO. 86 NEW YORK, U.S.A., WEDNESDAY, MAY 6, 1959 TEN CENTS

Group

Fight Pa. lue Laws' Legislature

o, MPA, TOA and to Cooperate

Special to THE DAILY

AISBURG, Pa., May 5.—The ania Motion Picture Associa- roup dedicated to alleviating scriminatory effect" of the rsial state Sunday Motion Act, has been formed by ex- meeting here at the Gover- el.

the exhibitors agreed that, asis of the experience of John and the Transamerica Thea- n in their unsuccessful appeal .S. Supreme Court, there is elihood in the foreseeable fu- t the courts will grant relief (Continued on page 2)

's Fast Color Film n to SMPTE Meet

By DAVID HARRIS

II, May 5.—New color nega- rated at twice the speed of color materials in current use by the motion picture in- was demonstrated here last (Continued on page 6)

ch SPG President ilson Successor

rom THE DAILY Bureau

YWOOD, May 5. — Walter was elected president of the roducers Guild at the annual hip meeting held last night Beverly Hills Hotel. He suc- arey Wilson.

officers elected were: Julian (Continued on page 7)

Industry Leaders Meet to Launch Brandeis Amusement Arts Division

The first step towards linking more closely the complex of the entertainment and communications industries, comprising motion pictures, theatre, radio and television, with American university life was signalled here last night at the inaugural dinner of the Amusement Arts Division to Support Brandeis University. Some 400 motion picture industry leaders, their wives and guests were present at the event held at the Waldorf-Astoria Hotel.

Brandeis University, one of the country's newest institutions of higher learning, located outside of Boston at (Continued on page 7)

Two Awards Presented To Vogel at Ceremony

(Picture on page 2)

Joseph R. Vogel, president of Loew's, Inc. received two distinguished awards at Gracie Mansion in ceremonies yesterday afternoon. Before a full audience of top industry leaders, led by Eric Johnston, president of the Motion Picture Association, Vogel was given the March of Dimes Humanitarian Award and a special City of New York citation.

Claudette Colbert presented the March of Dimes Award and the Mayor of New York, Robert F. Wagner, (Continued on page 2)

Schneer to Make Nine For Columbia Release

Columbia Pictures has negotiated a new financing and distribution deal with Charles Schneer involving nine pictures to be delivered over the next three years to Columbia by Schneer's (Continued on page 2)

REVIEW:

The Nun's Story

Warner Bros.

MANY EXCEPTIONAL TALENTS have been harmoniously blended with magnificent results in the production of "The Nun's Story." While it is noteworthy for many things, perhaps the best is that it is first of all a wonderful example of cinematic story-telling. Audrey Hepburn, in the role of the title character, scores a personal triumph, and Fred Zinnemann's expert direction makes of the Kathryn C. Hulme book a memorable screen experience. The work of both surely earns them Academy Award consideration, and as surely makes this a picture that will be talked about for long with proportionately strong box office draw.

The fine Robert Anderson screenplay from the well known and critically acclaimed story of a Belgian girl's years in a religious order and her inner struggle to conform to its rules of obedience and humility strikes a nice balance between compelling delineation of religious life and the equally fascinating experiences and exciting incidents encountered by the nun as nurse in the Belgian Congo and in hospitals within Belgium.

Details of the admission of the young girl to the convent, her instruction, her duties, daily life, her renunciation of family, friends, including an admirer, even of girlhood memories, have been placed on the screen with such fidelity and discernment as to become an essential dramatic (Continued on page 6)

Product Worries

Sees ACE-MPA Meet Bringing No 'Miracles'

TOA, However, Calls Start 'Tremendously Important'

Theatre Owners of America in its current membership bulletin cautions exhibitors not to expert "miracles" from the initial session of committees representing the American Congress of Exhibitors and the Motion Picture Association. The luncheon meeting is scheduled to be held next Tuesday at the Harvard Club in New York.

MOTION PICTURE DAILY reported last week that sales policies and competitive trade practices would not be discussed by the MPAA representatives, Spyros Skouras, Arthur Krim and Eric Johnston; nor are they au- (Continued on page 6)

Mayfair Is Showcase For Soviet Wide Screen

By WARREN G. HARRIS

Soviet Russia's three-projector Cine-Panorama system will be unveiled to the American public at the Mayfair Theatre here for a period of 42 days beginning on or about June 30, Burton Resnick, president of Fair Enterprises, which operates the Broadway house, reported yesterday. Showings (Continued on page 7)

'Maja' Postcards Not Mailable, P.O. Rules

From THE DAILY Bureau

WASHINGTON, May 5. — A Post Office Department hearing examiner has ruled that United Artists' postcards advertising "The Naked Maja" are not mailable.

The cards show Goya's nude por- (Continued on page 6)

TISED IN LY OF

Redbook THE MAGAZINE FOR YOUNG ADULTS

● MORE THAN 8,000,000 READERS

Universal International

TECHNICOLOR

"THIS EARTH IS MINE!"

ROCK HUDSON JEAN SIMMONS DOROTHY McGUIRE CLAUDE RAINS

PERSONAL MENTION

JERRY PICKMAN, Paramount advertising-publicity vice-president, and JOSEPH FRIEDMAN, national exploitation manager, are in Philadelphia today from New York.

•

MARTIN LEVINE, Brandt Theatres general manager, will leave New York on Friday for London, Paris, Rome and Jerusalem.

•

ROBERT L. LAWRENCE, president, and JERRY SCHNITZER, executive vice-president, of Robert Lawrence Productions, have left New York for Hollywood.

•

GRAHAM WAHN, of the Warner Brothers publicity department, has left New York for Washington.

•

CONNERY CHAPPELL, member of the board of J. Arthur Rank Productions, Ltd., will arrive in New York from London today via B.O.A.C.

8th Industry Golf Fete To Take Place June 18

The eighth annual film industry golf tournament and outing sponsored by Cinema Lodge B'nai B'rith will be held Thursday, June 18, at Briar Hall Golf and Country Club, Briarcliff Manor, Westchester, it was announced yesterday by Alfred W. Schwalberg, president. Schwalberg emphasized that once again the tournament will be open to members of all branches of the entertainment industry—television, radio, the legitimate stage, the field of music, as well as the motion picture industry, in addition to members and friends of Cinema Lodge.

He further stated that it is open to people of all faiths and religions, since the occasion is designed to bring them together for a day of sport and good fellowship under B'nai B'rith sponsorship.

39 Years of skilled Craftsmanship in Feature Trailer Production... available for your SPECIAL ANNOUNCEMENT FILMS
Custom Produced by the hand of experience
NATIONAL SCREEN SERVICE
TOPS IN TRAILERS



TWO AWARDS AT ONCE: Joseph R. Vogel, president of Loew's, Inc., yesterday received two honors in ceremonies at Gracie Mansion—a citation from the city of New York presented by Mayor Wagner (left) and the March of Dimes' Humanitarian Award, presented by Claudette Colbert.

To Fight 'Blue Laws'

(*Continued from page* 1)

from the "inequitable" motion picture act. Consequently, it was the unanimous decision of the group to band together and make a concerted effort to have reasonable remedial legislation introduced at this session of the legislature.

Attorney John W. Keller, who was involved in the Transamerica appeals case, has been retained to coordinate the new association's activities. Assurance of full cooperation in the effort has been given by Theatre Owners of America, the Motion Picture Association of America, Allied Theatres of Western Pennsylvania and the Council of Motion Picture Organizations.

RCA Sales, Earnings Set Record for Quarter

Radio Corporation of America's sales and earnings for the first quarter of 1959 were highest for any first quarter in the company's 40-year history, RCA president John L. Burns told the annual meeting of shareholders here yesterday. Burns announced that sales of products and services amounted to $321,816,000, compared with $278,339,000 in the first quarter of 1958—an increase of 16 per cent.

Net profit after taxes, he said, was $12,931,000, as against $9,004,000 in 1958. This represents a rise of 44 per cent over the first quarter of last year. Earnings per common share were 88 cents on the 13,848,696 shares outstanding, compared with 59 cents for the 1958 quarter.

Decca Records Net Is $197,560 in Quarter

Consolidated net earnings of Decca Records, Inc. for the three months ended March 31, 1959 amounted to $197,560, after allowing for the company's share of undistributed loss of its subsidiary, Universal Pictures Co. This is equal to 13 cents per share on 1,527,401 outstanding shares of capital stock.

In the corresponding period of 1958 Decca reported earnings of $168,117, equal to 11 cents per share on 1,527,401 outstanding shares of capital stock.

Skouras to Address Convention of CEA

From THE DAILY Bureau

LONDON, May 5.—Spyros P. Skouras, president of 20th Century-Fox, is due here Monday to address the conference of the Cinematograph Exhibitors Ass'n. during an open forum session at the South Coast resort Brighton on Tuesday. He will return to the U.S. on Wednesday.

James Carreras of Hammer Films will open the sessions with a report on his recent trip to the U. S.

Start Mailing B-B Refund Checks Soon

Mailing of checks for refunds of exhibitor contributions to the industry business-building campaign which had been planned for last year will start this week. Compo staff workers are handling the mailing unassisted but expect to complete the task within a matter of days.

Vogel Honor

(*Continued from page* 1

bestowed on him the city's

In response to the presenta the March of Dimes Humar Award by Miss Colbert, Voge "I am thankful for this honor cept it for our industry wh rightly belongs. It has been my lege to be one of an army of v from coast to coast, exhibitor ducers, distributors whose co efforts have happily raised ne monies in humanity's fight agai diseases that plague mankind. privilege to represent them."

Pays Tribute to Native C

Following Mayor Wagner stowal of the City Citation for New York's distinguished c Vogel said in acknowledg "There are doubtless others room like myself who were b New York City, who worked way through its schools, who e its privileges and opportunities. my city and appreciate what done for me. I never dreame one day the Mayor of New would bestow on me the city c I am humbly grateful from th tom of my heart and I accep token as a representative of sociates in the amusement ir who are always at your cal Mayor, to help in all your very endeavors."

Schneer to Make 9

(*Continued from page* 1

Morningside Pictures Corporati Morningside Productions Interna Inc. "The 7th Voyage of Sinba the last of Schneer's productions his previous deal.

"Battle of the Coral Sea," ring Cliff Robertson and Gia which recently completed filmin be the first picture delivered to C bia by Schneer under his nev

Paramount 'Festiva Begins in Philadel

Special to THE DAILY

PHILADELPHIA, May 5. exhibitors, disc jockeys, civic and press representatives ton night will gather at the Arcadia tre here as Danny Kaye's gue a special Paramount "Boxoffice val" screening of "The Five Pe George Weltner, Paramount P vice-president in charge of worl will be present as "Festival" Kaye will be accompanied to delphia from New York by Jerr man, Paramount vice-president. Owen, vice-president of Para Film Distributing Corporatio John G. Moore, Mid-Eastern D Manager, also will attend the ing and reception.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club. ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Roc Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vic dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copi



HIGHEST
RATING IN
20 YEARS

lm business history was made
st week at Loew's 72nd St.
.Y. when M-G-M's smashing
ew METROCOLOR hit "ASK
NY GIRL" got a 99.4 rating
y Film Research Surveys, Inc.
OPPING ALL PRIOR AUDI-
NCE PREVIEWS in its history.

ND SHIRLEY MacLAINE GOT
HE TOP ALL-TIME FEMALE
TAR RATING! With Out-
anding Male Star Acclaim
or Academy Award Winner
AVID NIVEN!

WATCH FOR
HEATRE PREVIEWS IN
XCHANGE CITIES!

M-G-M presents

DAVID NIVEN · SHIRLEY MacLAINE
GIG YOUNG

"ASK ANY GIRL"



co-starring
ROD TAYLOR · JIM BACKUS · CLAIRE KELLY

Screen Play by
GEORGE WELLS · Based on the Novel by WINIFRED WOLFE · In CinemaScope and METROCOLOR · A EUTERPE PRODUCTION

Directed by
CHARLES WALTERS · Produced by
JOE PASTERNAK

YOU CAN BANK ON M-G-M

from
CLEVELAND'S
World Premiere
Engagement!



"Most provocat
that matter ma

The film is fascinating, stimu
craft. It is a whale of a pictu

"There's greatn
World, the Fl

A fascinating and fantastic p
with one of the truly great

"No matter wha
the most exciti

Fascinating . . . really extraor
than to recommend that yo

and

SMASH BUSINESS in every pre-release engagement!

HARRY BE

Screen Play by

ture of the year—or for ear.

ntroversial...a continuing amazement of imagination and ictly without compare as a celluloid experience."

—Arthur Spaeth, Cleveland News

t. I urge you see 'The the Devil.'

aying is unbelievably great. Harry Belafonte soars into stellar skies yals. It is tremendous. Scripting, editing, directing are perfect."

—W. Ward Marsh Cleveland, Plain Dealer

ning up, this is one of tures of the year.

of the pictures a reporter should not talk about, other ."

—Stan Anderson, Cleveland Press

YOU CAN BANK ON M·G·M

i-M presents A SOL C. SIEGEL PRODUCTION Starring

NTE·INGER STEVENS·MEL FERRER

WORLD, the FLESH and the DEVIL

UGALL • Screen Story by FERDINAND REYER • in CinemaScope • Made by Siegel-HarBel Productions

by RANALD MacDOUGALL • Produced by GEORGE ENGLUND

E. K. C. Film

(*Continued from page 1*)

night by Eastman Kodak Company, at the Society of Motion Picture and Television Engineers convention.

Edward Peck Curtis, vice-president of Eastman, said the new Film, Type 5250, will provide "new artistic freedom and major economic advantages for movie producers and will aid in making movies more interesting and exciting for millions of theatre-goers."

The new film already has been tested in use by more than 400 motion picture companies.

Color Rendition Superior

The new negative surpasses the present product in color rendition and requires no special processing or handling, while fine grain and definition characteristics retain the same standards of prior stock, said Curtis.

Type 5250 Film has exposure indexes of 50 tungsten and 32 daylight, with a conventional conversion filter. This compares with indexes of 25 tungsten and 16 daylight of present negative color materials most used by Hollywood and other studios. It also means that the new film can be exposed in half the artificial illumination or sunlight required by presently-used materials.

This, it was pointed out, means lower heat-illumination levels on the set, and smaller lens openings to help bring distant objects into sharp focus.

Equipment Demonstrated

Other sessions of the convention today were highlighted by an equipment demonstration to delegates in which some 12 firms participated. The session was the first of its kind in the history of the society.

One of the principal technical subjects of interest to exhibitors was aired here this evening in a report by John D. Hayes, of the Bausch and Lomb Optical Co., titled "Horizon Zag Compensation for Projection on Wide Screens." An optical projection system designed to eliminate or reduce this sag as observed on the screen was fully described by Hayes.

aircraft: COMET 4!
(pure jet!)
flight: MONARCH
(de Luxe and First Class only)
frequency: NIGHTLY
(leaves New York at 9 p.m.)
destination: LONDON!
BOAC
reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg, Toronto.

The Nun's Story

CONTINUED FROM PAGE 1

element rather than a mere excursion behind nunnery doors or even a faithful documentary of convent life, as might well have been the case in less expert hands.

Always fascinating, the depiction of the nun's trials and difficulties, her unending struggles to conform to complex disciplines, become integral plot material, character delineation and the means of advancing the story. And they will be of exceptional interest to audiences, seldom if ever before having been screened for the public in such intimacy and dramatic effectiveness.

ONCE MISS HEPBURN'S GABRIELLE has completed her religious training and taken her final vows as Sister Luke, she hopes to realize her desire to become a nursing nun in the Congo. A test of her dedication comes when she is advised to flunk her medical examinations to prove her selflessness, and is unable to do so.

Assigned to a Belgian mental hospital, she is tested again when she disobeys regulations by opening the cell of a dangerous schizophrenic to give the patient water without a guard being present. She is dragged into the cell and barely escapes with her life.

Ultimately she is assigned to the Congo where she becomes an assistant to a capable surgeon, played by Peter Finch. Overworked, she develops tuberculosis, fatal in the tropics, but rather than be sent away from the work she loves she manages to remain, and with the surgeon's attention is cured. Ironically, she is assigned to accompany another patient to Belgium and on her arrival there is sent to a hospital at the Holland border as World War II begins.

A final test comes to her when a civilian hospital worker brings word that her father has been killed by German machine guns and that her brother is in the Belgian Army. Against orders to continue their work in the hospital in as neutral a manner as possible, she confesses her hatred of the enemy and realizing her inability to overcome her imperfections asks for and receives release from her vows. She leaves the convent to join the Belgian underground.

MOVING AND IMPRESSIVE as is Miss Hepburn's work in the extremely difficult role, many other memorable performances stand out in this distinguished Henry Blanke production, in Technicolor. Among them are the mother superior roles enacted by Dame Edith Evans and Dame Peggy Ashcroft, and that of Dean Jagger, as Miss Hepburn's father. Perfectly cast and accounting for excellent performances also are Mildred Dunnock, Patricia Collinge, Rosalie Crutchley and Margaret Phillips, as nuns; Beatrice Straight, Ruth White and Barbara O'Neil as mothers superior; Patricia Bosworth as the Belgian civilian hospital worker; Colleen Dewhurst as the schizophrenic, and Niall MacGinnis as a missionary.

Intensely interesting are scenes photographed in native settlements in the Congo, missionary and hospital centers, a leper colony and the bush country.

It is a wonderful, exceptional picture, and more. It's great box office. Running time, 149 minutes. General classification. Release, July 4.

SHERWIN KANE



Audrey Hepburn and Niall MacGinnis in "The Nun's Story."

ACE and M

(*Continued from page*

thorized to commit the Assoc its members to a course of act

"No miracles should be from the initial session," th bulletin states, "but the m that the meeting will be h should make progress in the increasing production and in film company-exhibitor relatio itself of tremendous importa

On the subject of outlook f uct supply, the bulletin s while 1959 "should be no wo 1958, the year of tremendo lems on the product situation 1960.

150 for January through

"From January through J year, the 10 major companies lease 150 features—which ev some fall-off in the last five of the year, would indica again have 200 films released This is a shockingly low numb pared to the early '50s and l but about the same number a the bulletin says.

"But from January throug this year, Hollywood has put pictures before the camer when projected means only tures shot in all of 1959. La 75 went into production in four months, for a 1958 total 225 features.

"The present squeeze," ments, "unfortunately, co nothing compared to what co pen in 1960 unless the t eased."

The bulletin hails the ad new sources of product as rep by the Gordon McLendons Dallas, Texas, who have anno release schedule of six pict 1960; Walter Reade's Cor Distributing Co., which h nounced its readiness to co American, in addition to forei duction; and American Inter Pictures and Embassy Pictur of which have announced e production-distribution plans.

Paramount Decree Off Ag

ACE's and TOA's plans to with the Department of Justi sibilities of modification of th mount Case decrees, with among other things of gain thorization for divorced circu prohibited from doing so to en production, have been stymied time being by the failure of torney General to appoint a ne of the anti-trust division to Victor Hansen, resigned.

'Maja' Postcards

(*Continued from page*

trait. Examiner William Duv that the cards would "appeal prurient interest of the avera son" and therefore are not m

The ruling is almost certai appealed to the judicial office Post Office Department. It de with the postcards and not t paper advertising on the film.

rs Leave Today n 'Young' Tour

rom THE DAILY Bureau

YWOOD, May 5. — The Bros. Transcontinental Star ill begin tomorrow from here, Greyhound busload of young d stars leaving for the May fit world premiere of "The iladelphians" at the Stanley in Philadelphia. The young odians departing on the 3,475-mor" tour are Alan Hale, Jr., Jergens, Will "Sugarfoot" Roger Smith, Peter "Law-rown, Connie Stevens, Jac-Beer, Troy Donahue and inn. Ty Hardin and Arlene will join the troupe in Dallas, the balance of the trip.

nembers of the Hollywood l mission" will be given a tomorrow morning by the od Chamber of Commerce es at the celebrated cross-f Hollywood and LaBrea ds. A "bon voyage break-l be held at the Hollywood t Hotel.

First Stop at Indio

top will be at Indio, Calif., er 1,000 residents will take civic ceremonies tomorrow, g the stars. Keys to the city presented to the members of wood goodwill mission at an luncheon sponsored by the nior Chamber of Commerce p 4 of the Desert Sky Girl ouncil. A motorcade will es-caravan into the city.

UCLA Students Goldwyn Awards

rom THE DAILY Bureau

YWOOD, May 5. — George is, 28, a senior in UCLA's Arts Department, today was inner of the $1,000 first prize fth Annual Samuel Goldwyn on Creative Writing Com-at UCLA for his novel, "The Life of Private Eben Biggs." l place award, a $250 check, by Mrs. Carolyn P. See, student in English, for her Waiting Game."

honorable mention awards of erit were also presented by in the Humanities Building witnessed by 500 students l in writing, to Harry Tessel, inger and Donald Cerveris.

h Heads SPG

ontinued from page 1)

, first vice-president; David , second vice-president, and elman, third vice-president. Schenck was elected secretary, Berman treasurer, Frank P. g first assistant and Milton second assistant treasurer.

new board members elected rman, Samuel Engel, Arthur William Perlberg, Aubrey Jerry Wald and Lawrence ten.

Industry Aids Brandeis 'U'

(*Continued from page* 1)

Waltham, Mass., announced last week a ten-year developmental program in the amusement arts, paralleling the theoretical, practical, technical and personnel development plans that exist in American colleges for other industries.

Dr. Abram L. Sacher, president of the University, detailed the program which will incorporate Brandeis' general education concepts with intensive training in production techniques.

The Amusement Arts Division to Support Brandeis University, organized under the chairmanship of George P. Skouras, president of United Artists Theatres and of Magna Theatre Corporation, will hold annual gatherings to develop and stimulate the University's plan.

Principal speaker of the evening was Dore Schary, one of Broadway's leading writer-producer-directors and Hollywood producer.

Lubin Conveys Greetings

Greetings from the University Trustees to the Amusement Arts industries were conveyed by Isidore Lubin, one of the trustees, formerly New York State Industrial Commissioner and economic advisor to the late President Franklin D. Roosevelt. Abraham Feinberg, chairman of the Brandeis University Board of Trustees, was present.

Dr. Sacher reviewed the 11-year history of the university, which grew from very modest beginnings into one of the leading institutions in the East, and emphasized its special interest in creative arts. He pointed out the growth of this program, which will take the shape of new theatres, new faculty, and new scholarship opportunities for students. Brandeis is non-sectarian.

George Skouras responded with the enthusiasm of the entertainment industries for the Brandeis program and voiced the hope that it would spread to other campuses across the land. Oscar Hammerstein II served as toastmaster for the occasion, which was opened and closed by the blessings of the Very Reverend Monsignor Thomas F. Little, S.T.L., and Rabbi Bernard Birstein.

Dais guests at the dinner included Eugene Picker, Samuel Rosen, Robert S. Benjamin, Lubin, Dr. Sachar, Schary, Simon H. Fabian, Sol Schwartz, Herman Robbins, William J. German, Max Youngstein, James M. Landis, Feinberg, Hammerstein, Monsignor Little and Rabbi Birstein.

Top Echelon Participating

Among the leaders of the motion picture industry present were Emanuel Frisch, Samuel Rinzler, Harold Rinzler, Alan M. Stroock, Jacob Starr, Benjamin Sherman, Edward Seider, Henry Seider, Seymour Seider, Arthur Schwartz, Charles Schwartz, Charles Schlaifer, Melville R. Rapp, Seymour Poe, Charles Okun, Spyros Skouras, Jr., Malcolm Kingsberg, Henry Garfinkle, Louis deRochemont, and William Brandt.

Major motion picture companies were represented by chief and key executives, including Joseph R. Vogel, George Weltner, Abe Montague, Murray D. Silverstone, and Benjamin Kalmenson.

Mayfair Set

(*Continued from page* 1)

of "Wide Is My World," which is the over-all title of the Cinerama-type presentation, will be on a reserved-seat policy, with the price scale still to be set.

The Soviets have contracted for the Mayfair for a period of 12 weeks, Resnick said, six of which will be needed in installing the three-projector system and later in removing it. The installation, including equipment, will be serviced by Cinemiracle technicians, who reportedly flew here recently from California for negotiations with the Soviet officials directing the Cine-Panorama presentation, which will be held in conjunction with the coming Russian Trade Fair at the New York Coliseum.

Silent Regarding Cost

Resnick could not go into the actual price the Soviets are paying for use of the Mayfair, but he said that it would include the cost of "extensive" interior and exterior alterations to the theatre.

The Soviet officials apparently have still to reach a decision on their advertising and promotional efforts in behalf of Cine-Panorama. Resnick said that as a result of hectic negotiations for a theatre, which reportedly involved several other houses, as well as the Mayfair, it wouldn't surprise him if tickets went on sale only a day or two in advance of opening.

Monte Kay Resigns Posts with UA Records

The resignation of Monte Kay as vice-president and general manager of United Artists Records was announced yesterday by Max E. Youngstein, president. The termination was agreed upon by mutual consent.

Kay, who has held the post since September, 1958, disclosed no future plans other than the continuing of his personal management and music business interests which he has maintained during his term with U.A. Records.

WB Acquires 'Takers'

"The Takers," a suspense drama starring Trevor Howard, Dorothy Dandridge and Edmund Purdom, will be released by Warner Bros. The independent Cavalcade Production is being filmed on location in and around Gibraltar and Malaga, Spain, as well as in England, with Thomas Clyde producing and Laslo Benedek directing.

Sure, we never lost a war... but we never had an officer like **him** before!

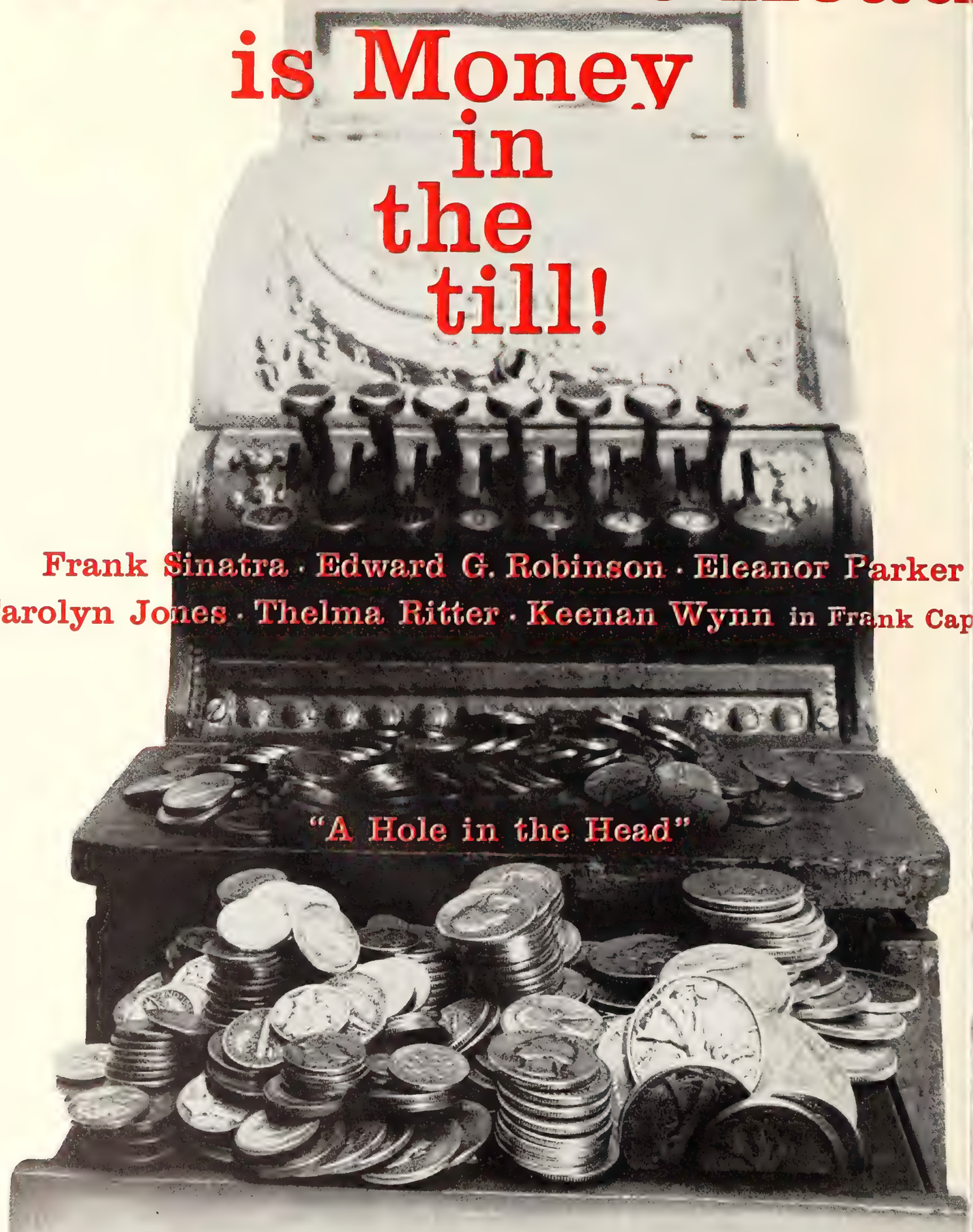


JERRY LEWIS IN HAL WALLIS' PRODUCTION

"Don't Give Up the Ship"

SOON! FROM PARAMOUNT!

"A Hole in the Head is Money in the till!



Frank Sinatra · Edward G. Robinson · Eleanor Parker
Carolyn Jones · Thelma Ritter · Keenan Wynn in Frank Capr

with Joi Lansing · Connie Sawyer / and introducing Eddie Hodges / Screenplay by Arnold Schulman / Cinemascope® Color by DeLuxe

Produced and Directed by Frank Capra

A Sincap Productions Presentation

40th *Anniversary* / *1919-1959*

THRU UA

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

85, NO. 87 NEW YORK, U.S.A., THURSDAY, MAY 7, 1959 TEN CENTS

NFC Luncheon

dustry Will ntinue to ow: Johnston

'Greener Pastures n New Mountain Tops'

By WARREN G. HARRIS

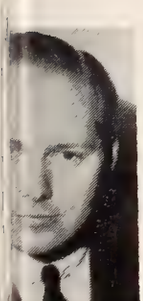
motion picture industry "is ing only the innate problems of bment, but is not going out of ss," Eric Johnston, president of Motion Picture Association of ca, told members of the Nation- Carriers at their annual lunch- re yesterday in the Hotel Astor. w the motion picture will be and distributed is a problem," on said, "but it is going to con- to grow as the most powerful unications medium known to Johnston pointed out that while "not a perennial optimist," he ons "greener pastures from new ain tops."

ressing himself to the industry whole, Johnston said "when ndous problems face you, rec-

(*Continued on page 2*)

id Picker Named of U.A. Records

appointment of David V. Pick- executive vice-president of d Artists Records was an- nounced yes- terday by Max E. Youngstein, p r e s i d e n t. M o n t e Kay resigned a s vice - president a n d general manager o f U.A. Records on Tuesday.



vid Picker

Picker will continue a s executive as- sistant t o Y o u n g stein, is also a vice-president and

(*Continued on page 2*)

VISION TODAY—page 5

Good Attendance, Full Agenda Seen For Compo Executive Meeting May 13

From acceptances already received, a large attendance is assured the meeting of the COMPO executive committee in the Park Sheraton Hotel here next Wednesday, May 13, Charles E. McCarthy, COMPO information director, reported yesterday.

McCarthy attributed the response to the fact that the agenda contains several subjects of wide interest to all exhibitors, and that many of the leading figures in production, exhibition and distribution will be in New York

(*Continued on page 2*)

NBC Scores Heavily With 29 "Emmy's"

By VINCENT CANBY

The Academy of Television Arts and Sciences, being obviously at home in its own medium, last night turned in a slick, if occasionally frantically-paced 90-minute show (NBC-TV) for the presentation of the 11th annual Emmy Awards. It was a star-studded program, with the per-

(*Continued on page 5*)

Winners in leading categories of the 11th annual "Emmy" awards for best performances on television in 1958 are published on page 5.

Concessions, Booking Highlight Montana Meet

Special to THE DAILY

BILLINGS, Mont., May 6.—Film buying panel discussions and a concessions operation panel were the main features of the two-day spring meeting of the Montana Theatres Ass'n., which will be concluded with

(*Continued on page 2*)

Plan Restrictions in U.S. Tax Deferral Plan

By J. A. OTTEN

WASHINGTON, May 6. — The Administration told Congress any tax deferral plan for firms operating overseas might have to exclude companies engaged largely in export business. The Treasury Department, in a report to the House Ways and Means

(*Continued on page 4*)

Minnesota High Court Hears DST Opponents

Special to THE DAILY

MINNEAPOLIS, May 6.—Tempers flared in the usually calm chambers of the Minnesota State Supreme Court today. The High Court was hearing the arguments in the case brought by the Minnesota Amuse-

(*Continued on page 4*)

Dividend Declared

U.A. Sets New $15 Millions Of Financing

6% Promissory Notes to Prudential, Puritan Fund

United Artists Corp. has concluded arrangements for the private placement of $15,000,000 of 6 per cent participating promissory notes due June 1, 1974, it was announced yesterday by Robert S. Benjamin, chairman of the board, and Arthur B. Krim, president.

The Prudential Insurance Company of America has agreed to purchase the greater portion of the notes, with the balance being purchased by the Puritan Fund, Inc. of Boston. The placement was arranged by F. Eberstadt & Co.

A total of $10,000,000 of the notes will be taken down initially and the balance of $5,000,000 at the option of the company at any time within the next two years. The notes will

(*Continued on page 4*)

Line-Up of Managers in New Fox 'Autonomy'

The new "local autonomy" set-up of 20th Century-Fox is complete with the reassignment of several district managers and with the final line-up of managers released by the company yesterday.

The managers are as follows: Al-

(*Continued on page 4*)

'Jane' Promotion Results from HERALD Conference Suggestion

The value of the recent *Motion Picture Herald* Merchandising Conferences is graphically demonstrated by a promotion developed by Columbia Pictures from a suggestion made at one of the sessions devoted to "It Happened to Jane," according to Robert S. Ferguson, Columbia's national director of advertising, publicity and exploitation.

Ferguson announced that 44 State Mothers of the Year from all over the United States will attend a special preview of "It Happened to Jane" in the Columbia screening room tonight. The idea of arranging a promotion through the American Mothers Committee was first broached by an exhibitor at a Merchandising Conference on Columbia's overall campaign. The publicity tie-in is expected to develop

(*Continued on page 4*)

Push Drive to End Blue Laws in S.C.

Special to THE DAILY

SPARTANBURG, S. C., May 6.—The all-out effort of Spartanburg area theatre managers to bring about a repeal of an ancient blue law prohibiting the showing of Sunday movies here may result in a "padlocked" Spartanburg, Sheriff B. B. Brockman warned. The sheriff said he would be

(*Continued on page 4*)

Md. Governor Signs Bill on 'Obscene' Films

Special to THE DAILY

ANNAPOLIS, Md., May 6. — Governor Tawes has approved a bill providing stiff criminal penalties for showing "obscene" films to minors.

The bill would provide up to a year in jail and up to $200 in fines. The legislature failed to enact another bill that would have empowered the state censors to classify films for showing to minors in Baltimore.

PERSONAL MENTION

JOHN SCHLESINGER and RICHARD HARMEL, South African film officials, arrived in New York from London yesterday via B.O.A.C.

•

JOSEPH H. LEVINE, president of Embassy Pictures, and BILL DOLL, vice-president, will arrive in Chicago today from New York.

•

JONAS ROSENFIELD, Jr., Columbia Pictures executive in charge of advertising-publicity, will return to New York today from Ishpeming, Mich. He will be accompanied by JOHN FLINN, studio advertising-publicity director.

•

MORRIS LEFKO, Michael Todd Co. vice-president in charge of sales, is in Dallas today from New York.

•

MRS. JAMES RICKETTS has given birth to a girl in Denver. Father is branch manager there for Paramount.

•

CHARLES U. YAEGER, president of Atlas Theatre Corp., Denver, has returned there following a tour of key cities of the West Coast.

•

SAMUEL GOLDWYN, Jr., producer, has arrived in New York from the Coast.

•

PETE HOWELL, booker for Allied Artists in Atlanta, has left there with MRS. HOWELL for Florida.

•

JEAN NEGULESCO, director, has arrived in New York from Hollywood.

•

SY BARTLETT, producer, has left New York for Chicago.

•

DR. TYRONE GUTHRIE, British director, returned to Britain from New York this week via B.O.A.C.

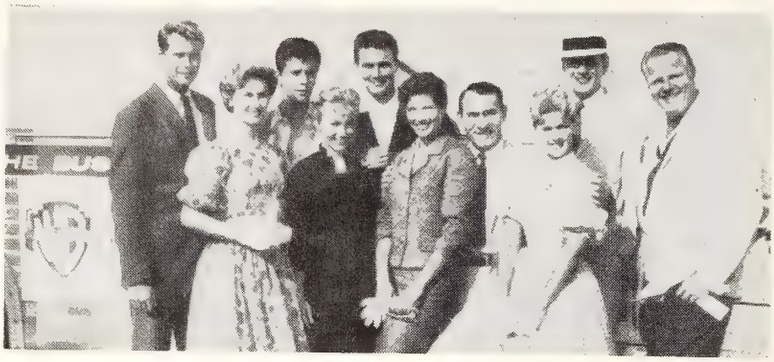
•

H. P. RHODES, owner of drive-in theatres in Georgia and Alabama, has returned to his Atlanta headquarters from Las Vegas.

Plans All-Night Circuit

PHILADELPHIA, May 6. — Trio Amusement Co., which has been operating the Strand Theatre, neighborhood house, on a 24-hour basis, has taken over the Palace Theatre, as the first move in a plan to establish a circuit of all-night neighborhood houses.

Ben Zimmerman, former house manager of the Carman and Studio here, has joined Trio as general manager, booker and buyer.



UPI Telephoto

THE BIG TOUR BEGINS: Off to promote Warner Bros.' "The Young Philadelphians" on a cross-country tour is this group of Young Hollywoodians. They left the film capital yesterday, and their destination is Philadelphia, where the picture will have its opening at the Stanley Theatre May 19. Making the tour, left to right, are Troy Donahue, Arlene Howell, Peter Brown, Diane Jergens, Roger Smith, Jacqueline Beer, Louis Quinn, Connie Stevens, Will "Sugarfoot" Hutchins and Alan Hale, Jr. Other players will join them in Dallas for the balance of the trip.

Compo Meeting

(*Continued from page* 1)

next week for the joint ACE-MPAA meeting on Tuesday.

Many exhibitor problems, such as censorship and daylight saving, which heretofore have been largely local in character, have recently assumed national proportions. As a result, industry leaders have urged COMPO to become more active in these campaigns. All such campaigns must first have executive committee approval, under COMPO bylaws.

An all day meeting has been scheduled, starting at 10 A.M., with a recess for luncheon.

The agenda includes a report by the treasurer, Herman Robbins; a report on the status of Robert W. Coyne, COMPO consultant; a report of the governing committee meeting with the ACE executive committee on the COMPO program; a report on the censorship campaign; a report on the area promotion campaign; a report on the national campaign against daylight saving; approval of the annual budget and fixing of the date for the annual meeting and election of officers.

Watters Joins Embassy

Bill Watters has been named West Coast publicity representative for Joseph E. Levine's Embassy Pictures Corp. Watters was appointed by Bill Doll, Embassy vice-president who is setting up a national network of field men to handle Embassy's five-pictures-a-year release schedule. Watters worked with Doll on the campaign for Mike Todd's "Around the World in 80 Days."

'Woman' to Paramount

Twentieth Century-Fox's "Woman Obsessed," starring Susan Hayward, will be the next attraction at the Paramount Theatre here.

'FBI Story' Booked at Music Hall for Fall

"The FBI Story," starring James Stewart and Vera Miles, will have its world premiere at Radio City Music Hall in the fall of this year, it was announced yesterday by Jack L. Warner, president of Warner Bros., and Russell V. Downing, president of the theatre.

Based on Don Whitehead's best-selling book, "The FBI Story," is a Mervyn LeRoy Production for Warner Bros. release, which LeRoy produced and directed. LeRoy's most recent films, "No Time for Sergeants" and "Home Before Dark" were presented at Radio City Music Hall last year. Films directed by him have appeared at the Music Hall for more weeks than those of any other director—14 films playing for a total of 63 weeks.

'Jane' Set As Benefit

WASHINGTON, D. C., May 6.— The Washington premiere of Columbia's "It Happened to Jane" will be held Monday, May 18, as a benefit for the Episcopal Home for Children. Chief patron for the benefit is the Rt. Rev. Angus Dun, Bishop of Washington. Doris Day, who co-stars in the picture, will be on hand for the event. Top government officials and international dignitaries have been invited to attend.

Rob Albany Theatre

ALBANY, N. Y., May 6. — The Stanley Warner Madison Theatre suffered a loss of more than $300 when its safe was smashed open by thieves believed to have hidden in the theatre after the final evening performance. Two vending machines in the inner lobby also were battered and the contents taken.

Johnston V

(*Continued from page*

ognize them for what they try to solve them so the mo ture can go on to greater Everyone, he continued, proach these problems "with mind, flexibility and ear working together to make strument of motion pictures effective means of comm both for entertainment and o poses."

"This is the challenge bef us," Johnston added.

Sees Steady Audience G

The Motion Picture As president said that he didn exactly how many people th the world see an American every week, but he estima total to be at least 300 "Astonished at the vitality o goers" around the world, said that audiences are grow by year. He stressed the impo motion pictures as an instru American public relations in countries, pointing out that can see something with yo you can understand it far be any words can describe."

In his opening remarks, told the film carriers "this tenth time I've been invited first time I've come."

David Picker

(*Continued from page*

member of the board of the motion picture company, Uni ists Corp.

Picker, who has been wi for three years, was appoin ecutive assistant to Youngst year ago and has been activ operation of the record an companies.

Montana Meeting

(*Continued from page*

election of officers and a ban night.

George Roscoe, field repres of Theatre Owners of Ame ported on activities of the organization and also gave t vention an upbeat forecast o try prospects, based on the for a good flow of strong in the months ahead.

Carl Anderson, past presi the Montana organization and president of TOA, reported meeting on the latter's mi board meeting.

Paromel Has Displ

Paromel Electronics Corp Chicago, is displaying a 35m motion projector and a De studio projector, at the curre vention of the SMPTE in Beach.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News ... W. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY. Charles S. Aaronson, Editorial Director; Pinky Herman, ... Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club ... D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents ... principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rc ... New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vi ... Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time ... of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a ... ter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single cop

PEOPLE

hard W. Lee has been elected ent of General Precision Labora- Inc., Pleasantville, N. Y., suc- g James W. Murray, chairman hief executive officer of GPL's company, General Precision ment Corp. Lee also was named subsidiary's board of directors. ther GPL management changes, m P. Hilliard becomes vice- ent and general manager, and m J. Tull vice-president for engineering and sales. They ere elected to the GPL board.

□

r Wellman has sold his Mock ellman theatres, Girard, Ohio, arfield, formerly of Berlo Vend- . Wellman started as an exhibi- Girard 25 years ago. He will te operation of his four drive- atres elsewhere in Ohio and lvania.

□

a M. Widem, motion picture of the "Hartford Times," on) will deliver an address at the ity of Hartford's annual pub- s banquet. His topic will be ainment, USA."

□

hes Rupp, formerly with the studios, has been signed by ctures to work with art direc- Dranko on design of the ani- titles for "Thousand and One Nights," UPA's first feature cartoon, now in production for ia release.

is Wompis Elect Officers for Year

Special to THE DAILY

LAS, May 6.—The Women of ion Picture Industry elected of- ad heard the latest details on olute to Big D" coming up May dlining Eric Johnston. Mrs. olsom, publicity chairman for uet at the new Sheraton Hotel, ed that George Weltner, vice- t of Paramount Pictures, and nny Kaye would be among the hat night. Also expected for t will be Mrs. Gene Barnette, association president of the s from New Orleans.

Six Officers Named

s elected who take over in Miss Thelma Jo Bailey, pres- lied Artists; Mrs. Esther Cov- rst vice-president, MGM; Mrs. Lowry, second vice-president, nt; Miss Jo Ann Farris, record- tary, Central Shipping; Miss empleton, corresponding sec- rontier Theatres; and Mrs. ssey, treasurer, 20th Century

irectors are Mrs. Marie Pow- mons Booking; Miss Betty ational Screen; Mrs. Juanita dex Booking; and Mrs. Loree terstate.

UA Parties Slated in 5 Exchanges Next Week

More than 150 leading independent exhibitors, circuit heads and film buyers will attend the 40th anniversary birthday parties at United Artists' Cleveland, New Haven, Seattle, Cincinnati and Dallas exchanges next week. Part of the company's year-long celebration commemorating UA's 40th anniversary year, the parties and special exhibitor screenings will be hosted by the following UA branch managers: David Rosenthal, Cleveland; Irving Mendelson, New Haven; Robert Hazard, Seattle; Jack Finberg, Cincinnati, and R. L. Brentlinger, Dallas.

Major theatre circuits represented at the celebrations will include Interstate Circuit, Trans-Texas Theatres, Rowley Theatres, Frontier Theatres, Associated Theatres, Cooperative Theatres of Ohio, Schine Theatres, Stanley-Warner Theatres, Armstrong Circuit, General Theatres, Forman and United Theatres, John Hamrick Theatres, and Oregon Theatres Cooperative.

Levin, Mandell Form Atlas Pictures Corp.

From THE DAILY Bureau

HOLLYWOOD, May 6.—Irving H. Levin and Harry L. Mandell have announced formation of a new motion picture producing company, Atlas Pictures Corporation. The activities of the new firm will embrace production, supervision of distribution, as well as motion picture financing and participation deals.

The main source of immediate activity on the part of Atlas will stem from its recent settlement and purchase of assets and properties of AB-PT Pictures Corp. from American Broadcasting - Paramount Theatres, Inc.

Would Increase SBA Lending by $200 Million

From THE DAILY Bureau

WASHINGTON, May 6. — Rep. Bass (R., N. H.) introduced an Administration bill to provide an additional $200 million lending authority for the Small Business Administration.

Bass said SBA had been getting far more loan applications than it had anticipated, and needed additional funds.

Cut Drive-In Prices

ALBANY, N. Y., May 6.—While admission prices at a number of circuit-operated first-run theatres in Albany, Schenectady and Troy have recently been increased, there has been a decrease in rates at drive-ins of the Lake George-Glens Falls area. Following a decision by Howard Goldstein, new operator of the Dix drive-in, at Hudson Falls, to hold the 65-cent line, the Fort George Drive-in, Lake George Village, and the Glen Drive-in, outside Glens Falls, dropped their charges to 65 cents. Last season, it was 75 cents.

New Executive Line-up At Wometco Enterprises

Special to THE DAILY

MIAMI, May 6. — Here's the new management line-up of Wometco Enterprises Inc.:

Mitchell Wolfson, president and director; Louis Wolfson, II, vice-president and director; Richard F. Wolfson, vice-president, assistant secretary and director; Lee Ruwitch, executive vice-president in charge of WTVJ television; Jack Shay, vice-president in charge of WTVJ television; Ralph Renick, vice-president in charge of WTVJ television news.

Myers Heads Vending

Also William Brazzil, vice-president in charge of WTVJ television sales; Van Myers, vice-president in charge of vending and confections; John M. (Sonny) Shepherd, vice-president in charge of first run theatres; Harvey Fleishman, vice-president in charge of neighborhood and drive-in theatres; Elmer Hecht, vice-president in charge of specialized theatres; Herman Silverman, vice-president in charge of theatre film purchasing.

Also Stanley Stern, vice-president in charge of real estate and insurance; Elmer H. Radloff, treasurer; C. J. Achee, assistant treasurer and comptroller; Albert B. Bernstein, secretary and director; Sidney Meyer, director and honorary chairman of the board; Frederick H. Schroeder, Jack Waxenburg and Frances Wolfson, directors.

TENT TALK

Variety Club News

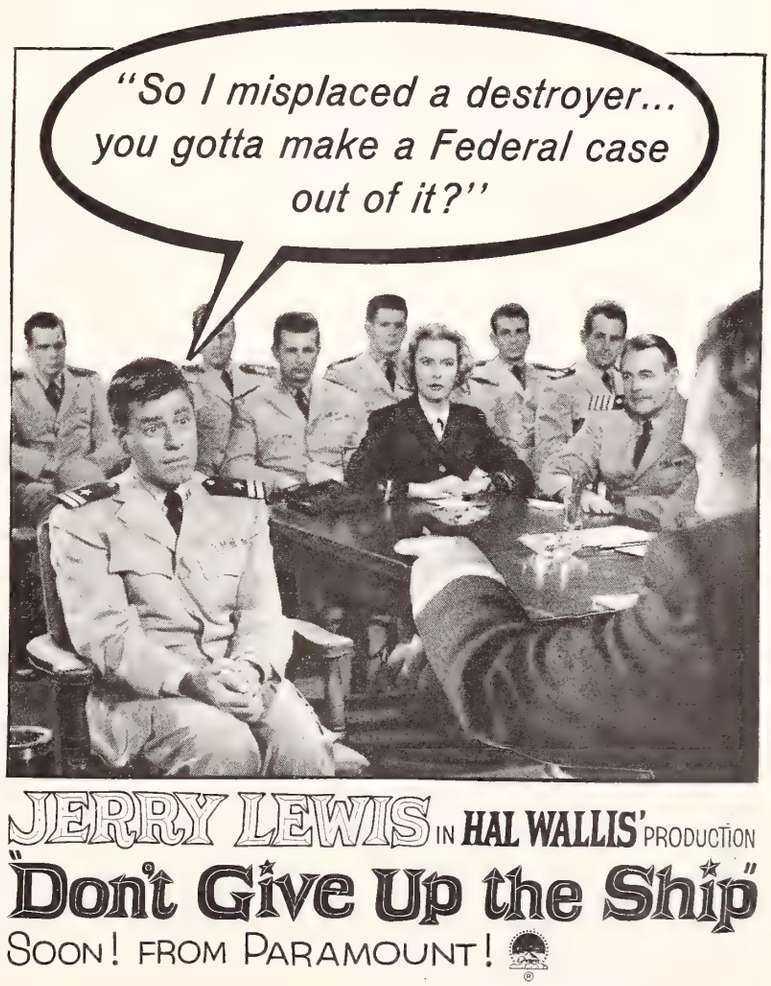
ALBANY, N. Y.—The Variety Club of Albany again will sponsor this summer, together with Schine-owned Station WPTR, a "Tower of Talent" recording artists show, for the benefit of the club's Camp Thacher. Complete plans will be announced at a meeting on Friday.

△

ATLANTA — The first copy of the Old Newsboys Day edition of the "Atlanta Journal and Constitution" brought $200 at auction. The general sale of the special edition is scheduled for Friday. A goal of $100,000 has been set again this year.

Dr. Hannah to Speak

ISHPEMING, Mich., May 6. — Michigan State University president Dr. John A. Hannah, one of the nation's leading educators, will be the keynote speaker at the special May 11 banquet here honoring Otto Preminger's "Anatomy of a Murder" and the book's author, Justice John D. Voelker. As kick-off of the annual Michigan week, May 17 to 23, the banquet will honor Preminger's film as "Michigan Product of the Year," written in Michigan by Voelker and filmed there entirely on location.



Minn. Court

(*Continued from page* 1)

ment Company and IATSE to bar daylight time in metropolitan Minneapolis-Saint Paul area. The attorney general, Miles Lord, was the target for many pointed questions by the justices. Lord was asked if he had advised the county commissioners of Hennepin, Ramsey, and Anoka counties to disregard the order issued by the court on April 25, to halt the fast time. If it can be proved that Lord did advise the commissioners to go ahead with fast time, he will be open for a contempt of court charge.

Lord argued that the High Court had no jurisdiction over the case, that the injunction should have been issued by a district court and that the writ applied only to actions that would have been taken after it was issued. The counties have proclaimed daylight time almost three weeks prior to the date the writ was issued.

MAC Limits Arguments

Mandt Torrison, attorney for the Minnesota Amusement Company, limited his arguments to defending the writ of prohibition as proper for the court to use and to rebuking the county boards for defying the intent of the writ.

After hearing the arguments on both sides, the high court adjourned until Monday. No indication was given as to when they expect to announce their decision.

In another part of the capitol building, the House of Representatives acted to further confuse the issue. The House today passed and sent to the Senate for action a bill that would permit daylight time in 22 border and metropolitan counties of the state.

'Jane' Promotion

(*Continued from page* 1)

into breaks on the national level as well as locally in those states represented.

"This is a prime example of how helpful the Motion Picture Herald Merchandising Conferences have been to us," Ferguson said. "We're always open to new ideas in selling a film and these conferences provide us with an opportunity of listening to a fresh approach."

The State Mothers, chosen by special committees on the basis of family and civic achievements, are in New York for the annual convention sponsored by the American Mothers Committee which will select an American Mother of the Year.



U. A. Sets New Financing

(*Continued from page* 1)

have a fixed interest rate of 6 per cent with an additional small interest participation based on the net profits after taxes of the company in excess of $3,500,000.

Benjamin stated that the new funds will be used in the continued expansion of the company's business. United Artists recently announced that it will release 28 major productions in 1959, compared with 16 last year, and that it is expanding in the television film, recording and music publishing fields.

Redemption Deadline June 22

Benjamin announced that United Artists today is calling the balance of its outstanding convertible 6 per cent subordinated debentures due 1969 which have not been converted. The final date for such redemption is June 22, 1959 at a price of 107 per cent together with accrued interest (on a $1,000 debenture, holder will receive $1,078.50). These debentures are convertible into common stock until the close of business June 12, 1959 at $21 per share.

F. Eberstadt & Co. has formed a standby purchase group to assure substantial conversions of the remaining debentures by offering to purchase at a price of 108.4 per cent any debentures tendered through the expiration of the debenture conversion period on June 12.

The purchase offer by the standby group is equivalent to $22.77 per share. The closing price yesterday of the stock was $27.75. The closing price of the remaining $4,465,700 of the original $10,000,000 debenture issue was $130.25.

United Artists yesterday declared the regular quarterly dividend of common stock of 40 cents per share, payable June 18, 1959 to stockholders of record May 25. Holders who convert their debentures on or prior to May 25 will be entitled to receive the dividend.

Sales Increase Steady

United Artists recently announced that sales in 1958 had increased to $84,000,000 from $70,000,000 in 1957 and that net income had increased to $3,702,000 from $3,262,000 in the same period. During the quarter ended March 1959 gross revenues were $19,300,000, compared with $16,500,000 a year earlier.

Push Drive

(*Continued from page* 1)

obliged to close any place open in defiance of the Sunday Blue Laws, but would have to have a warrant first.

Whether the area theatre owners are prepared to sign warrants against other business operators here is not known at this time, but Attorney Sam R. Watt, representing the Carolina Theatre, has called for "strict enforcement of all the laws."

Meanwhile, Claude C. Rumley, arrested last Sunday night for showing a film at his Fox Drive-In Theatre, Monday rejected legal aid from five other Spartanburg movie house operators.

Spent Night in Jail

"I've got the power of the Lord behind me," Rumley said from his cell in county jail. He was released about 10 A.M. Monday after spending the night in jail. Mrs. Nina Frost signed a $400 property bond.

Representative Horace C. Smith, chairman of the Spartanburg County legislative delegation, commenting on the Sunday movie situation here, said it would take some fast action on the part of delegation to submit a referendum for the May 12 City of Spartanburg general election.

Broidy to New York

HOLLYWOOD, May 6. — Steve Broidy, Allied Artists president, left here today for New York to confer with Edward Morey, vice-president, Morey R. Goldstein, vice-president and general sales manager, and Norton V. Ritchey, president of Allied Artists International, regarding sales and distribution plans for Irwin Allen's forthcoming production of "The Big Circus."

Plan Restrictions

(*Continued from page* 1)

Committee on a bill by Rep. Boggs (D., La.), backed limited tax deferral through the use of so-called foreign business corporations incorporated in the U.S. to carry on business overseas. Now, taxes can be deferred on income earned overseas through subsidiaries incorporated overseas; U.S. income tax is deferred until the earnings are returned to this country. But tax must be paid when the income is earned if the business is carried on through a branch or a U.S. subsidiary.

Fears Loss of Revenue

The Treasury said permitting tax deferral for foreign business corporations in all fields would cost too much revenue. It suggested limiting the deferral to foreign business corporations operating chiefly in underdeveloped areas of the world. Income derived from exports to these areas might qualify for deferral if the income is reinvested there, the Treasury said, but then added that "it may be necessary to limit the deferral provision to foreign business corporations which do not earn more than 50 per cent of their gross income from exports."

Opposes Boggs Bill

Investors in the foreign business corporations should be given specially-lenient tax treatment on any losses, the Treasury said. It opposed a provision in the Boggs bill to lower the 52 per cent corporate tax rate to 38 per cent on overseas income.

Committee Chairman Mills (D., Ark.) has been unenthusiastic about holding hearings on the Boggs bill, but the Treasury report is likely to force his hand.

REVIEW:

Battle Flame

Allied Artists

HOLLYWOOD

Unusually good, authentic tion footage, expertly ir a screenplay of dramat vides the basis for an documentary reminder stalemate.

In the depiction of of G.I. prototypes, good are supplied by Scott Brady role of a first lieutenant Marines, Gordon Jones an Blake and Arthur Walsh, nishes the comedy relief. O taff side, Elaine Edwards, i starring role, portrays a nu carries on a romance with B though she advises him of trothal to Richard Crane, commander.

Elwood Ullman's screenpl on a story developed by Lester A. Sansom and Ullm the G.I.'s through some skirmishes with Korean and Reds, realistically directed b Springsteen. During these battles, tied in with a withd American troops, Brady and wards, whom he rescues w nurses Jean Robbins and Pa fitt from the Chinese Reds a hospital plane is shot down, a genuine bond. Fate brings gether on a boat comma Crane. Crane tells Brady t Edwards has confessed her for Brady and wishes them b

William Austin did an exp film editing.

Running time, 78 minutes. classification. Release, in M

SAMUEL I

Line-up of Manag

(*Continued from page*

bany, Clayton G. Pant Paul S. Wilson; Boston, falo, Charles B. Kosco James O. Mock; Chicago, F Conn; Cincinnati, Welden Cleveland, Ray Schmertz; Thomas O. McCleaster; Richard Fulham; Des Moine S. Gold; Detroit, Joe J. Lee apolis, Howard Kinser.

Also, Jacksonville, Thomas well; Kansas City, Mo., J Neger; Los Angeles, Morris Memphis, Thomas W. You waukee, Jack H. Lorentz; M Levy; Hamden, Conn., Bloom; New Orleans, Willia ant; New York, Abe Dickste homa City, Marion W. Omaha, Herman Hallberg.

Also, Philadelphia, Sam mond; Pittsburgh, Nat Ros land, Ore., Charles F. Po Louis, William C. Gehring, Lake City, Kenneth O. Ll Francisco, Jack M. Erickson Mark Sheridan, Jr.; W D. C., Ira Sichelman.

Canada: Calgary, Alberta L. Stern; Montreal, Gerald noff; St. John, Gordon L Toronto, Victor J. Beattie; ver, Dawson Exley; Norwo Philip Geller.

...rds Show

...tinued from page 1)

...who participated running ...from Don Knotts to Rich... ...and from a Cinderella ...der wig named Sue ...ne and only Judith

...nner of the evening, ...he "home" network, ...hows and personalities ...with a total of 29 Emmy's ...with 14 for CBS and two ...he big winner in the NBC ...s the much-acclaimed ...ith Fred Astaire," which ...or no less than nine of the ...ards.

...al Individuals Cited

...aire show was voted the ...op honor as the Most Out...ngle Program of the Year, ...ent on to pick up indivi...s for the performance of ... director, writer, choreog...neraman, art director and ... It also was named Best ...usical Program. It rep... triumph for Astaire, since ... his television debut. The ...n the Moulin Rouge in ... gave him an ovation when ...the podium to receive his ...s a big night for old dads,"

... most honored show was ...on of Alban," a presenta... NBC's "Hallmark Hall of ... was named Best Special ...rogram and won individual ... its star, Julie Harris; its ...George Schaefer; and its ...nes Costigan.

...Benny' Awards for CBS

...es involving veteran per... Benny won three Emmy's ...e himself was named Best ... Comedy Series, while the ... itself won in that cate...on, four of his writers ...mmy for the best writ...ngle comedy program, the ...hich Benny matched wits ... Kovaks.

...himself, incidentally, act...of the evening's presenters, ...onizing job of giving out ... to the best western series ...ition, ABC's tremendously ... "Maverick." The score was ...wever, when the "Mave... presented Benny his Best ...d.

..."Dinah Shore Chevy Show" ...mmy's, one for Best Musi... and one for its star. CBS's ...lyear series also won two ... of its program, "Eddie," ...oth writing and direction.

... Honor for Bob Hope

...ny acted as presenter again ...anded Bob Hope the spe... voted by the Academy ... recognition of Hope's en... of troops and for the con...igh quality of his TV ...ng late in the show, Hope ... say thanks and remark ... had given out the orig... to Marconi "who started

The Emmy Award Winners

The following personalities and programs were the winners of the annual Emmy Awards of the Academy of Television Arts and Sciences.

Most Outstanding Single Program of the Year
"Evening With Fred Astaire"—NBC

Best Dramatic Series (Hour or Longer)
"Playhouse 90"—CBS

Best Dramatic Series (Less Than Hour)
"Alcoa-Goodyear Theatre"—NBC

Best Comedy Series
"Jack Benny Show"—CBS

Best Musical or Variety Series
"Dinah Shore Chevy Show"—NBC

Best Western Series
"Maverick"—ABC

Best Public Service Program or Series
"Omnibus"—NBC

Best News Reporting Series
NBC News—Huntley-Brinkley Report

Best Panel, Quiz, or Audience Participation Series
"What's My Line"—CBS

Best Special Dramatic Program (Hour or Longer)
"Little Moon of Alban"—Hallmark—NBC

Best Special Musical or Variety Program (Hour or Longer)
"Evening With Fred Astaire"—NBC

Best Special News Program
"Face of Red China"—CBS

Best Actor in a Leading Role (Continuing Character) in a Dramatic Series
Raymond Burr—"Perry Mason"—CBS

Best Actress in a Leading Role (Continuing Character) in a Dramatic Series
Loretta Young—"Loretta Young Show"—NBC

Best Actor in a Leading Role (Continuing Character) in a Comedy Series
Jack Benny—"Jack Benny Show"—CBS

Best Actress in a Leading Role (Continuing Character) in a Comedy Series
Jane Wyatt—"Father Knows Best"—CBS-NBC

Best Supporting Actor (Continuing Character) in a Dramatic Series
Dennis Weaver—"Gunsmoke"—CBS

Best Supporting Actress (Continuing Character) in a Dramatic Series
Barbara Hale—"Perry Mason"—CBS

Best Supporting Actor (Continuing Character) in a Comedy Series
Tom Poston—"Steve Allen Show"—NBC

Best Supporting Actress (Continuing Character) in a Comedy Series
Ann B. Davis—"Bob Cummings Show"—NBC

Best Performance by an Actor (Continuing Character) in a Musical or Variety Series
Perry Como—"Perry Como Show"—NBC

Best Performance by an Actress (Continuing Character) in a Musical or Variety Series
Dinah Shore—"Dinah Shore Chevy Show"—NBC

Best Single Performance by an Actor
Fred Astaire—"Evening With Fred Astaire"—NBC

Best Single Performance by an Actress
Julie Harris—"Little Moon of Alban"—NBC

Best News Commentator or Analyst
Edward R. Murrow—CBS

Best Direction of a Single Program of a Dramatic Series (Less Than Hour)
Jack Smight—"Eddie"—Alcoa-Goodyear—NBC

Best Direction of a Single Program of a Dramatic Series (Hour or Longer)
George Schaefer—"Little Moon of Alban"—NBC

Best Direction of a Single Program of a Comedy Series
Peter Tewksbury—"Medal for Margaret"—"Father Knows Best"—NBC

Best Direction of a Single Musical or Variety Program
Bud Yorkin—"Evening With Fred Astaire"—NBC

Best Writing of a Single Program of a Dramatic Series (Less Than Hour)
Alfred Brenner—"Eddie"—NBC

Best Writing of a Single Program of a Dramatic Series (Hour or Longer)
James Costigan—"Little Moon of Alban"—NBC

Best Writing of a Single Program of a Comedy Series
Sam Perrin, George Balzer, Hal Goldman, Al Gordon—"Jack Benny Show"—CBS

Best Writing of a Single Musical or Variety Program
Fred Astaire, Bud Yorkin, Herbert Baker—"Evening With Fred Astaire"—NBC

Best Cinematography for Television
Ellis Carter—"Alphabet Conspiracy"—Bell Telephone Special—NBC

Best Live Camera Work
"Evening With Fred Astaire"—NBC

Best Art Direction in a TV Film
Claudio Guzman — "Bernadette" — Desilu Playhouse—CBS

Best Art Direction in a Live TV Program
Edward Stephenson—"Evening With Fred Astaire"—NBC

Best Editing of a Film for TV
Silvio d'Alisera—"Meet Mr. Lincoln"—Project 20 NBC

Best Musical Contribution to a TV Program
David Rose—"Evening With Fred Astaire"—NBC

Best Choreography for TV
Hermes Pan—"Evening With Fred Astaire"—NBC

Best Engineering or Technical Achievement
Industry-wide improvement of editing of video tape

Best On-The-Spot Coverage of a News Event
The Cuban Revolution—CBS



The star who came back...

It looked "mighty bad" for Wagon-Train Pete and his faithful pal Surefoot: Repeated printing seemed to have disastrously abraded the original color negative, now needed for re-issue. Suddenly, someone realized that the emulsion side of the films had been lacquered. From then on, all was smooth sailing; the scratched, lacquered surface was removed, the film re-lacquered, new prints run off in a hurry.

Storage and preservation of motion picture film involves precise technics—cleaning, lacquering (above), lubrication, control of temperature and relative humidity. Complete information is available to the industry through Eastman Technical Service for Motion Picture Film. Offices at strategic points. Inquiries invited.

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

5, NO. 88 NEW YORK, U.S.A., FRIDAY, MAY 8, 1959 TEN CENTS

po Reports

'm Network 'r National 'n Coverage

city Committees d in Exchanges

ization of a national network try publicity outlets was an- yesterday by Charles E. y, information director of . The network will be made hibitors and theatre publicity each exchange area.

ed by McCarthy a week ago, change area committees in 15 e centers have already re- with appointment of public- mittees. It is expected that ees in the remaining exchange ll be named in the near fu-

n as more committees are ap- (Continued on page 6)

Field Promotion Made Permanent

network of distribution field ion men who were recruited n the national promotion of nt Academy Awards telecast maintained on a permanent r assignment when industry (Continued on page 7)

ct Waiver of Tax oviet Films Soon

orable decision on the tax n status of the Soviet films in the cultural exchange nt is expected from the In- Revenue Service and the (Continued on page 6)

'SION TODAY—page 8

Strong Plea Made for Minimum Wage Bill As Senate's Hearings Start

By J. A. OTTEN

WASHINGTON, May 7.—A Senate Labor Subcommittee today opened hearings on legislation to extend Federal minimum wage law coverage to large exhibitors and many other retail and service firms.

AFL-CIO President George Meany kicked off the hearings with a strong plea for a bill by Senators Kennedy (D., Mass.) and Morse (D., Ore.) which would raise the present $1 an (Continued on page 2)

Will 'Fight to Limit' On Sunday Film Ban

Special to THE DAILY

SPARTANBURG, S. C., May 7.—Alfred Rumley, president of Rumley Theatres, Inc., of Hickory, N. C., kinsman of Claude Rumley, operator of the Fox Drive-In Theatre in Spartanburg, who was arrested and jailed last Sunday when he defied the Sunday blue laws and opened his theatre, promises "a fight to the limit" to bring about repeal of such laws.

"Beginning next Sunday, May 10," (Continued on page 6)

Montana Unit to Meet With Mountain States

Special to THE DAILY

LIVINGSTON, Mont., May 7.—The Montana Theatre Association will combine with the Mountain States Theatres Association for a three-state joint annual convention next spring, it was announced here (Continued on page 2)

Approve Two Bills on Gov't. Anti-Trust Power

From THE DAILY Bureau

WASHINGTON, May 7. — The Senate Anti-trust Subcommittee has approved two bills to strengthen the Administration's anti-trust power.

One, requested by the Administration, would require large firms to give the government advance notice of (Continued on page 6)

Ask Reinstatement of Suit Against Schine

From THE DAILY Bureau

WASHINGTON, May 7—A Rochester, N. Y., exhibitor has asked the Supreme Court to reinstate its $370,566 anti-trust damage suit against the Schine Chain Theatres, Inc.

A District court and the second cir- (Continued on page 7)

'Special' Release Plan Scheduled For 35mm 'South Pacific' in Summer

By WARREN G. HARRIS

(Picture on Page 3)

The 35mm version of "South Pacific," which 20th Century-Fox will put into distribution early this summer, will be backed by a special release pattern "tailored to conditions in individual cities."

This announcement was made yesterday at a trade press conference called by Alex Harrison, 20th-Fox general sales manager. Also participating were C. Glenn Norris, 20th-Fox assistant general sales manager, and Joseph Sugar, executive of Magna Theatre Corp., which distributes the Todd-AO version of the Rodgers and Hammerstein musical.

Harrison said that the 35mm edition of "South Pacific" will be identical to the Todd-AO version, except that the latter's ten-minute intermis- (Continued on page 3)

2-Day Delay

MPA Augments Committee for ACE Meeting

Johnston Confirms It Has No Authority to Act

The Motion Picture Association yesterday augmented its new exhibitor relations committee which is scheduled to meet with a committee of the American Congress of Exhibitors at the Association offices here on May 14.

At an informal conference of MPAA directors with Eric Johnston, president, in New York yesterday, Abe Montague, Columbia Pictures executive vice-president, was named a co-chairman of the MPAA exhibitor relations committee; Ralph Hetzel, MPAA vice-president in charge of (Continued on page 7)

MPA Ad Group Okays Use of B-B Layouts

The advertising-publicity directors committee of the Motion Picture Association yesterday voted unanimously to make available "insofar as they have control" over them material originated for the defunct industry business-building campaign, to exhib- (Continued on page 7)

Johnston to Paris on New Film Pact Soon

Eric Johnston, Motion Picture Export Association president, will go to Paris in the near future to open negotiations for a new film import and remittance agreement, he said yesterday.

He will join Griffith Johnson, MPEA vice-president, who goes to Paris from Rome soon for preliminary conferences on the new French film agreement.

ANOTHER EMBASSY PICTURES RELEASE

JOSEPH E. LEVINE presents

WHITE NIGHTS

Stars MARIA SCHELL

From Dostoevsky's classic story.

PERSONAL MENTION

HAROLD MIRISCH, president of the Mirisch Co., will leave New York today aboard the "United States" for Europe.

•

CARL DUDLEY, producer, returned to New York from London yesterday via B.O.A.C.

•

EDWARD L. HYMAN vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, have returned to New York from Boston.

•

WILLIAM REICH, general manager of American International Export Corp., has returned to New York from Europe and the Middle East.

•

MRS. LARRY LUCIE has given birth at Lynn (Mass.) Hospital to a girl. Father is Buena Vista booker in Boston.

•

PADDY CHAYEFSKY, author of "Middle of the Night," official U.S. entry at the Cannes Film Festival, left here yesterday for France.

•

LOU WILSON, talent agent, is scheduled to return to New York from London today via B.O.A.C.

•

KIM NOVAK will leave New York on Monday for Cannes.

Pete Latsis Named Aid To Fay Reeder at FWC

From THE DAILY Bureau

HOLLYWOOD, May 7. — The appointment of Pete Latsis as assistant to Fay S. Reeder, advertising-publicity head of Fox West Coast Theatres, was announced today by William H. Thedford, Pacific Coast division manager.

Latsis joined the theatre circuit in 1945. He is a former "Chicago Herald-American" newspaper reporter.

Parsons to Make 'Gang'

HOLLYWOOD, May 7. — Producer Lindsley Parsons has announced he will produce "The Purple Gang" for Allied Artists, basing it on the infamous Detroit gang which operated in the 20's and early 30's with Joseph O'Riorden as its leader. The screenplay for the production, scheduled to roll in July, will be written by Jack De Witt, who authored a series of magazine articles on the exploits of the gang.

Select 'Porgy and Bess' As Play of the Month

Samuel Goldwyn's "Porgy and Bess," which world premieres at the Warner Theatre here on June 24, has been designated by the Play Of The Month Club as its selection for its members for the months of July and August. Selection by the club ordinarily means between 20 and 30 sell-out performances, thus virtually assuring solid box office figures for "Porgy and Bess," during the first two months of its run, via the Club selection alone.

Para. Product Festival Slated Next for South

Special to THE DAILY

ATLANTA, May 7.—George Weltner, Paramount Pictures vice-president in charge of world sales, on Sunday, May 10, will bring the company's "Summer Boxoffice Festival" of showings for exhibitors into the South. The Fox Theatre here Sunday evening will be the scene of the "Festival" unveiling of "The Five Pennies," with its star, Danny Kaye, joining Weltner and other Paramount executives in greeting the invited circuit executives, independent exhibitors bookers, film buyers, press representatives and disc jockeys.

On Monday the trade "Festival" will be marked by Weltner's showing of two more Paramount summer releases, Hal Wallis' "Last Train From Gun Hill" and "Don't Give Up the Ship" at the Garden Theatre.

Strong Plea Made

(*Continued from page* 1)

hour minimum to $1.25 and would extend coverage to theatres and theatre chains grossing over $500,000 a year. Theatres and other retail and service establishments are now exempt from the law.

Some labor experts have questioned whether theatres are in fact included in the bill, and Senator Kennedy has reportedly said this was not his intention. But a Labor Department analysis of the bill included theatre employes in a "miscellaneous" group to which coverage would be extended.

Exhibitors are taking no chances and plan to testify strongly against inclusion. Officials of the American Congress of Exhibitors and other exhibitor groups will be heard during the hearings.

The Labor Department will recommend some extended coverage, probably to large theatres and chains, but will oppose any increase in the minimum, Labor Secretary Mitchell has indicated.

Montana Unit

(*Continued from page* 1)

today by Finus Lewis, new president of the Montana unit.

The decision of the two regional units of Theatre Owners of America to meet jointly in Salt Lake City in the spring of 1960 was voted yesterday at the concluding session of the Montana Association's two-day annual convention at Billings, Mont. The session drew more than 80 exhibitors to the Northern Hotel.

Lewis and S. L. Gillette of Salt Lake City, president of the Mountain States Association, will head the committee to map the joint meeting, which will cover exhibitors of Utah, Idaho and Montana.

Lewis succeeds Clarence Golder as president of the Montana unit. Other new officers elected yesterday were Chris Gordon of Poplar, vice-president, and Robert Suckstorff of Sidney, secretary-treasurer. Arthur Lamey was reelected general counsel, and Carl Anderson renamed official delegate to national TOA. Elected to the board of directors were Henry Lussy, Adam Leistmeister, E. H. Davidson, E. R. Munger, William Larcombe, Mrs. Grace Severson, Orville Locurm, Norman Stubblefield and Arthur Jensen.

Rentals Criticized

The convention adopted a resolution calling for improvement in trade practices, charged distribution with promulgating such excessive film rentals that theatres cannot operate profitably, and called for a return of reasonable, fair and equitable film rental terms.

Harold Chesler of Salt Lake City conducted a panel discussion on concessions operation, and Virgil Odell of Caldwell, Idaho, a clinic on exploitation and promotion, on the final day's program. The delegates also heard Anderson report on TOA's mid-Winter board meeting, and George Roscoe, director of exhibitor relations for TOA, report on TOA and ACE activities and accomplishments.

N.J. Theatre Installs Equipment for Todd-AO

"South Pacific" in Todd-AO will open at the Fabian Belleview Theatre in Upper Montclair, New Jersey, during the latter part of June, Joseph M. Sugar vice-president and general sales manager of Magna Theatre Corp., distributors of the film, announced yesterday.

The theatre is temporarily closed so as to permit complete refurbishing of the entire premises and installation of the Todd-AO equipment.

The Fabian Belleview Theatre will be the 76th Todd-AO installation in some 68 principal cities in the continental United States and Canada.

Says Industry Ah Of Audience Nee

The motion picture indust not only kept apace of its audi quirements but in some quart gone ahead, Margaret G. T director of the MPAA commu lations department, said yeste the annual luncheon meeting Larchmont-Mamaroneck Moti ture Council.

Sees Education Still Vit

In discussing the new surge vity and progress of the indust ing the past six months, Mrs. T said, "There is still a need to i to the public that the film i produces entertainment whic appeal to all tastes within an community. It is also appare the public is not as yet educ the fact that movies, like boo music and any other art form, selection. There are certain appealing to adult tastes, as w tain books . . . and just as th books produced for children . are there movies which sho seen by children."

Cites Several Improveme

Among the highlights indic the motion picture industry' vitality, Mrs. Twyman cited, pictures but more outstandi tures; more pictures with themes . . . to answer the plea ture audiences for mature fare new and interesting young sta proved theatres and technical ment; recognition by educators motion picture medium . . . as by the increasing number of being taught; and greater unde ing of the world around us ge . . . through some fine film other countries."

Ferguson to Boston

Robert S. Ferguson, Columb tures' national director of adve publicity and exploitation, will sent the company at the world ere of "It Happened to Jane" Astor Theatre in Boston on M Doris Day, who co-stars in th will be among the celebrities o for the gala opening.

NEW YORK THEAT

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KERR BRAZZI CHEVAL
In "COUNT YOUR BLESSINGS
An M-G-M Picture In CinemaScope And METROCOL
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copie

ings Start Monday perations of SBA

rom THE DAILY Bureau

HINGTON, May 7.—A House Business Subcommittee said it start hearings Monday on the ons of the Small Business Ad- ation.

man Evins (D., Tenn.) said up had received many com- that present loan require- are too tight. Administrator ll Barnes will be the lead-off .

s Greets Stars on adelphians' Tour

Special to THE DAILY

OS, Texas, May 7.—Texas will e young Hollywoodians in the Bros. Transcontinental Star tomorrow as they cross the Star State on their coast-to- Greyhound Scenicruiser trip to lphia for the May 19 benefit premiere of "The Young Phila- ns" at the Stanley Theatre. ning civic ceremonies for the ood "goodwill mission" will lace here tomorrow morning norrow night at Abilene, where ng Hollywood stars will spend ht.

Eight in Troupe

bers of the glamor troupe are Stevens, Diane Jergens, Roger Alan Hale, Jr., Will "Sugar- Hutchins, Peter "Lawman" Jacqueline Beer and Troy e. Louis Quinn, master of nies, Ty Hardin and Arlene will join the group in Dallas,

to Take Over ouri Theatre

Special to THE DAILY

SAS CITY, Mo., May 7.—The heatre Circuit will resume op- Friday, May 29, of the Mis- heatre, which for three years en handled by the Stanley Corp. for the presentation erama productions. Under an ent Harry Weiss, a division r for RKO said yesterday, the na management will restore rge downtown Kansas City ace to original specifications, ng the three projection booths downstairs floor, replacing nd installing a new screen. theatre's initial attraction un- restored RKO operation will ound the World in 80 Days."

Screen 'Night'

mbia Pictures' "Middle of the the official U.S. entry at the Film Festival, will be d at special invitational pre- n New York and Los Angeles 13, coincident with its show- Cannes the same night. Top makers representing all media een invited to attend the pre-



M.P. DAILY picture

AT "SOUTH PACIFIC" CONFERENCE: Joseph Sugar, Alex Harrison and C. Glenn Norris, at the 20th-Fox home office yesterday.

'Pacific' 35 mm. Plans Told

(*Continued from page* 1)

sion will be dropped. Although it will not be advertised as Cinema-Scope, the 35mm version will be for presentation in a 2.55 to 1 ratio, and will be promoted with special emphasis on the four-channel stereophonic sound.

Those cities currently having a Todd-AO engagement of "South Pacific," Norris said, will not be offered the 35mm version until a suitable period after the run of the former. In areas where the Todd-AO version has already completed its run, Fox will release the musical on a graduated neighborhood policy, similar to the one used by Paramount for "The Ten Commandments."

In this second instance, Norris said, a city like Chicago would have no more than about eight simultaneous engagements in neighborhood theatres. These would be extended runs of several weeks, and then the musical would move on to a similar break of about the same number of theatres.

Sugar said that the Todd-AO version will play a maximum of 65 engagements here and in Canada, so there are still a number of important cities which have not played the musical film in any form. In these situations, Harrison said, Fox will seek an important first-run showcase, but will not attempt a hard-ticket policy. It was pointed out that most theatres playing the 35mm version would want to show it no more than three times daily, with two performances in the afternoon and one in the evening. The picture runs two hours and 50 minutes without intermission.

20th-Fox feels that "South Pacific" will be one of its "greatest grossers" in history, Harrison said. In its Todd-AO engagements alone, the musical has grossed almost $9,000,000 worldwide and has proved "amazing" in its sustaining power. Sugar said that the wide-gauge version played 40 weeks in Salt Lake City, 43 weeks in Toronto, 45 weeks in Indianapolis, 36 weeks in Providence and 48 weeks in St. Louis, to quote only cities where most pictures enjoy a run of several weeks, at best.

Velde Appointed MPA Sales Managers' Head

James R. Velde, United Artists general sales manager, has been named chairman of the general sales managers committee of the Motion Picture Association of America. Velde replaces Alex Harrison, 20th Century-Fox general sales manager, who has been chairman of the MPAA sales managers committee for the past two years. The Velde appointment is effective immediately.

Boston Union Elects

BOSTON, May 7. — The Boston Moving Picture Operators' Union, Local 182, IATSE held its annual election of officers at the unit's headquarters on Tuesday with the following elected: Jack Rosenberg, president; Walter Diehl, vice-president; Benjamin Bearman, financial secretary; Thomas Buckley, recording secretary; Gilbert L. Greek, treasurer; Ralph Frazier, business representative. Hymen Dinerstein and Morris Goldman were elected to the executive board, and Michael Guiliani was made a trustee.

Lawrence Bachmann to Join MGM in London

Lawrence P. "Larry" Bachmann will join M-G-M as liaison representative for European production. Bachmann, operating under the supervision of Sol C. Siegel, vice-president in charge of production, will begin his new duties on June 1 and will make his headquarters at the M-G-M Studios in London.

For the past three years, Bachmann has been head of European production for Paramount. Previous to this affiliation, he was a screen writer.

Odeon Books 'Gideon'

John Ford's "Gideon of Scotland Yard," a Columbia release, will have its New York premiere at the Odeon Theatre on Tuesday, May 19.

PEOPLE

Joan Crawford has been elected a member of the board of directors of Pepsi-Cola Co., filling the vacancy created by the death of her husband, Alfred Steele, who had been chairman, a post which has not yet been filled.

□

Malcolm C. Green, of Interstate Theatre Corp., Boston, and **Edward S. Redstone,** of Northeast Drive-in Theatre Corp., Boston, have been named co-chairmen of the annual regional convention of Independent Exhibitors of New England. The conclave will be held at the Mayflower Hotel, Plymouth, Mass., Sept. 16-17.

□

Lloyd J. Clark, president of Middlesex Amusement Co., Malden, Mass., has been named a trustee of the Malden Savings Bank.

□

William Treadwell, vice-president of Leo Burnett Co., advertising agency, is resigning that post, effective June 1, to join Grey Advertising as vice-president in charge of special assignments.

□

Bert Leighton, manager for the past 25 years of the Stanley Warner Grand Theatre, Lancaster, Pa., has been appointed manager of the circuit's Warner Theatre in Reading, Pa., succeeding **Helen Bortz,** who has resigned.

□

Gene Lowe, salesman for Universal in the Albany, N. Y., territory at the time of the closing of that exchange a year ago, has rejoined the company there as sales representative.

□

Helen Scott, publicist, formerly with Continental Distributing, Inc., has been engaged by the French Film Office here to handle press information.

□

Eddie Foster, Drive-in official of Montgomery, Ala., has returned to his duties there following several months of treatment at the Will Rogers Memorial Hospital, Saranac Lake, N. Y.

□

Carl Reiner, currently featured in U.A.'s "Anniversary Waltz," will be master of ceremonies at the annual achievement awards dinner of the Film Producers Association to be held May 19 at the Plaza Hotel here.

□

Dore Schary will address the Radio and Television Executives Society as its monthly "Newsmaker" speaker May 13 in the grand ballroom of the Hotel Roosevelt here. His address will be titled "The Muse and the Medium."

□

F. M. Westfall, of Westfall Theatres, Martinsville, Va., has enrolled his Rives and Rex theatres in Theatre Owners of America.

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WITH A NATIONA

EVEN BIGGER THA

CAMPAIGN FOR U-I

RECORD-BREAKING HI

21 LEADING MAGAZINES AND
215 WEEK-END NEWSPAPER SUPPLEMENTS
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HE EXTENSIVE
URRENT ALL-TIME,
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All geared to saturate the entire WOMAN APPEAL, FAMILY APPEAL, YOUNG ADULT and TEEN-AGE markets, with enormous *Impact!*

Universal International

Sunday Films

(*Continued from page* 1)

Mr. Rumley declared, "we will sign warrants against all businesses we find open in the county in violation of the so-called blue laws.

"We figure the only way to iron these laws out is to close those businesses in violation of the laws," he asserted. "Perhaps the closing down of businesses which are normally open on Sundays will cause enough people to protest to get some action against the blue laws."

Rumley added that the action to take warrants against such businesses is "definitely scheduled for next Sunday, May 10." He said that he and his attorneys will decide which businesses they believe are in violation.

"Our first consideration will be to determine if the television station here (WSPA-TV) is in violation. Other businesses will also be investigated."

Alfred Rumley says he represents four theatres in North Carolina. In the Rumley family there are a total of 17 theatres represented, he added.

The Fox Drive-In Theatre is the only Rumbley enterprise in Spartanburg County.

Meanwhile, Claude Rumley has been admitted to Spartanburg General Hospital here with a "general nervous condition," it was learned. Rumley, who spent the night in county jail and was released on $400 bond Monday, complained bitterly about the treatment accorded him at the jail and has demanded a jury trial on two charges lodged against him for opening his theatre last Sunday night.

S.C. Council Won't Act On Sunday Film Ban

Special to THE DAILY

SPARTANBURG, S. C., May 7.—Meeting in regular session this week, Spartanburg City Council decided to remain non-committal—at least for the present—on the controversial question of Sunday movies here.

Reporters asked Council members: "Does Council intend to reaffirm its policy to close movie theaters on Sunday and allow other businesses to operate illegally and openly at the same time?" Speaking for Council members, Mayor Neville Holcombe replied: "We haven't considered that!"

It will be recalled that last summer, Council declared city police in Spartanburg must enforce laws which are on the statute books.

Special 'Pork' Prints

United Artists is preparing 100 special, high-key prints for drive-in theatres for its release of "Pork Chop Hill," it was announced by James R. Velde, general sales manager. Brightened for better-defined projection in open-air situations, the special prints will be shipped to UA exchanges to service drive-in dates set for June for the Melville Production.

REVIEW:

Shake Hands with the Devil

Pennebaker—United Artists

ALL THE RULES for making a good, rousing melodrama have been faithfully and diligently observed in "Shake Hands with the Devil," the first picture from the new Pennebaker, Inc. company, with George Glass and Walter Seltzer as executive producers.

The time and setting of the story carry a high potential for action and excitement—Ireland in the early 1920's when the Irish Republican Army worked through underground activities to sabotage the hated Black-and-Tans who occupied their land. Some sympathetic characters are thereby placed in immediate peril, which is the primary requisite for suspense.

The hero is a young American of Irish ancestry who has come to Dublin to study medicine and is swiftly drawn against his will into joining the band of patriots alongside of whom his late father had fought years before. Don Murray portrays this character, and James Cagney is the local leader of the group he assists. Both are ingratiating actors, and the audience is on their side forthwith.

Action? There is plenty of it from an early run-in Murray has with the Black-and-Tans in which a student friend of his is killed to a daring raid on the enemy headquarters by Cagney and his men to rescue Murray after he is captured. And the climax is a wow—a bloody set-to on the Ashtown Docks in which rifles roar and a hand grenade explodes under an army truck. Producer-director Michael Anderson is at his best in handling these scenes which are swiftly and imaginately staged.

Romance? There are two lovely ladies in Dana Wynter and Glynis Johns to supply this, and Murray becomes involved with them both. Miss Wynter is an Englishwoman, daughter of the advisor to the military governor, who is kidnapped by the Irish rebels and held as hostage in their efforts to secure the release of one of their own, an aristocratic old patriot played by Sybil Thorndike. Miss Johns is a barmaid of easy virtue who distributes her favors among all the rebels but is particularly attracted to Murray.

Strong dramatic finish? "Shake Hands" has that, too. After a truce has been decided upon between the Irish and the English, Miss Thorndike dies and Cagney wants to kill Miss Wynter in retribution. But Murray saves her by shooting Cagney. This makes for a stirring last scene which takes place high on a cliff overlooking the sea.

These are the elements required for an absorbing melodrama, and an authentic setting helps here, too. The picture was shot in its entirety in Ireland with interiors at the new Ardmore Studios near Dublin. Other good actors on hand include Michael Redgrave, Cyril Cusack, Noel Purcell, and Niall MacGinnis.

The screenplay was written by Ivan Goff and Ben Roberts from the adaptation by Marian Thompson of a novel by Rearden Conner. Running time, 110 minutes. General classification. Release, in June.

RICHARD GERTNER

Expect Waiver

(*Continued from page* 1)

Treasury soon, Kenneth Clark, Motion Picture Association vice-president, said here yesterday.

Under the agreement the films were to be admitted and played here tax-free. However, the 30 per cent Federal tax on earnings of foreign films in this country had to be waived and the State Department and Treasury now are working out the procedure.

When that has been completed, Clark said, terms and conditions of sale of the individual films will have to be worked out between Soviet agencies and the film companies that handle the pictures here. Currently, color strips are being exchanged with the Soviet and tests will be made to determine whether they can be projected in the equipment in use.

Approve Two Bills

(*Continued from page* 1)

merger plans. The other would give the anti-trust division the power to compel presentation of documents in civil anti-trust investigations; the bill approved goes beyond one originally recommended by the Administration, but the Administration said it would accept the broader version. Both bills now go to the full judiciary committee.

The government now has power to subpoena evidence in investigations looking toward criminal action, but must use a grand jury proceeding to get documents in investigations looking toward civil action. The bill approved by the subcommittee would permit use of a Civil Investigative demand to get documents in civil investigations. The subcommittee said the C.I.D. would apply to individuals as well as corporations, and give the government physical sion of the documents and n look at them.

Form Netw

(*Continued from page*

pointed, McCarthy said, publ terial of an all-industry natur issued from the COMPO offic

As opportunity permits t mittees will work in cooperat the producer-distributor natio licity organization which w inated to promote the recent Awards telecast and is no made permanent by the adv publicity directors committe Motion Picture Association. rate story on this development in adjoining columns.

The plan calls for the estab of a copy committee based COMPO press relations c that has been in operation fo several years. Present member committee include Harry chairman; Harry Goldberg, Emerling. Representatives of f pany advertising and publicity ments will be asked to fill v in the committee caused by members' resignations or tr Hollywood.

Exchange area committees appointed to the COMPO are as follows:

Albany—Seymour L. Morris Circuit; Atlanta—Leonard All amount Pictures; Buffalo—Ger tergren, Basil Theatres; Ch Taylor, Paramount Theatre ward Meade, Loew's Theatres H. Mackenna, Basil Theatres Krolick, Paramount Theatres; Gibson, Dipson Theatres.

Dallas—Kyle Rorex, Franc Interstate Circuit; Don Dougl ley United Theatres; Edward Frontier Theatres; Des Moi Knight.

Kansas City—Darrell Presr Midwest; M. B. Smith, C wealth Theatres; Los Ange Ida Schreiber; Memphis — Doyne, M. A. Lightman, Jr.

New Haven—Maurice Bail ry Shaw, Norman Bialek, Al Jim Totman, Lou Brown, Har stein; New Jersey—Charles F Richard Turteltaub, Wilbur

Olkahoma City—Howard Paul Townsend, Warner Fabia tres; Roger Rice, Video Theat man Praeger, Cooper Fou Omaha — George Gaughan, Foundation.

Salt Lake City—George Washington, D.C.—Paul Rc Zins, Columbia Pictures; Jac Loew's; Frank LaFalce, John Broumas.

Capitol Books 'Wo

MGM's "The World, the F the Devil" has been booked next attraction at the Capitol here following the run of "T ing Game."

Action on Next TV Uncertain

Motion Picture Association directors has had no indica- officials of the Academy of Picture Arts & Sciences when r wishes to discuss industry hip of the next Academy telecast, Eric Johnston, MPA , said yesterday.

on intimated that changes in ngements may be sought e discussions are held. The has an option on next year's Meanwhile, the Academy ssed with NBC-TV a three- ewal and presumably will about possible arrangements other TV networks.

A Ad Unit

ontinued from page 1)

may wish to make use of r local or area promotion

al controlled by the distribu- panies' advertising-publicity imited for the most part to r layouts. They will check advertising agencies iden- th the development of the o obtain official clearance. s who make use of them course, do so at their own

d-publicity directors do not e radio spot announcements ere developed for the cam- the Donahue & Coe ad The latter has had them ed and to make use of them xhibitors would have to pay month re-run fee to the volved, in addition to pay- ost of whatever records they have made for local use.

ld Valuable by TOA

e Owners of America ap- permission for exhibitors ed to do so to use the b-b material when the all-in- oject collapsed recently. The a was that the proposed material had considerable l use should be made of it. or donations to the cam- nd, amounting to a little n $100,000 after deduction istrative expenses, are now unded. Exhibitor organiza- that the refunds might be pay for campaign materials lly.

lysterians' Dates

panied by a large TV spot "The Mysterians," MGM's tion release, will open a sat- ngagement in the Los An- May 27 in 50 theatres and Similar campaigns and sat- penings are planned through- country, section by section, picture scheduled to open ate in some 150 theatres in er New York area around

MPA Augments

(Continued from page 1)

the New York office, was named coordinator; and Adolph Schimel, Universal vice-president and general counsel, and John Byrne, Loew's, Inc., vice-president and general sales manager, were named members of the committee.

Previously named were Johnston, chairman; Spyros P. Skouras, 20th Century-Fox president, and Arthur Krim, United Artists president, co-chairmen.

Skouras Absence a Factor

The meeting, which originally had been scheduled for next Tuesday, May 12, at the Harvard Club here, was postponed two days because Skouras, now in Europe, will be unable to return to New York until the morning of the 14th, Johnston explained.

Johnston said expansion of the committee has no special significance; that there had been no intention to limit its makeup to the three named originally. He confirmed Motion Picture Daily's report of April 30 that the committee is not authorized to make any commitments either on behalf of the Association or of individual members.

"The meeting will be preliminary and exploratory," Johnston said. "No decisions or commitments will be made. We will explore only the possibility of cooperation and determine whether there should be any future meetings thereafter. There will be no definitive action."

Silent on Trade Practices

Asked if trade practices would be discussed, Johnston replied: "I don't really know whether it can be taken up or not. The discussions at the meeting should determine what can be taken up.

Despite Johnston's equivocation on whether trade practices, at least of a competitive nature, can be discussed at the joint meeting, major company attorneys have stated flatly that they cannot be and that they have so advised their principals.

Johnston said he understood the ACE committee will meet the day before the joint meeting to go over its agenda. ACE officials in New York have been having preliminary discussions of an agenda for the past several weeks, it is known.

On the ACE committee for the meeting are: S. H. Fabian, ACE chairman and president of Stanley Warner Corp.; Horace Adams, Allied States president; George Kerasotes, Theatre Owners of America president; Sol A. Schwartz, RKO Theatres president; Harry Brandt, president of Independent Theatre Owners Association of N.Y., and Harry Arthur, president of Southern California Theatres Assn.

'Murder' Bow in Detroit

DETROIT, May 7.—Otto Preminger's "Anatomy of a Murder" will have its world premiere at the Artists Theatre here on July 1. Stars of the film are expected to be on hand for the event.

Ask Reinstatement

(Continued from page 1)

cuit of appeals dismissed the suit for insufficient evidence. But the Webster Rosewood Corp., operator of the Neighborhood Webster Theatre, said the lower courts were wrong. The courts held that the Webster suit fell through for two reasons: that the government's anti-trust judgment against Schine could not be used by Webster; and that in any event Webster had not shown that distributors had turned down its demand for a better run.

The Webster suit charged that from June 1942 until mid-1950 it had always played films behind Schine's State Theatre, as a result of an illegal conspiracy. It cited the judgment in the government suit as evidence. But the trial court said that the findings in the government suit applied only to acts prior to May 1942, when Schine entered a limited judgment, and could not be used by the Webster firm.

This ruling, Webster told the Supreme Court today, "Drastically and illogically restricts the effectiveness" of the use of government decrees in private anti-trust suits. It said the court should have held the decrees admissible with respect to the full period the government litigation was pending, which would have carried it through the late 1940's.

Webster-Rosewood also denied it should be necessary to show it had made a demand on the distributors for films, in order to be permitted to bring suit.

MPA Field Unit

(Continued from page 1)

promotion and public relations activities come into being, it was announced yesterday following a meeting of the Motion Picture Association advertising-publicity directors committee.

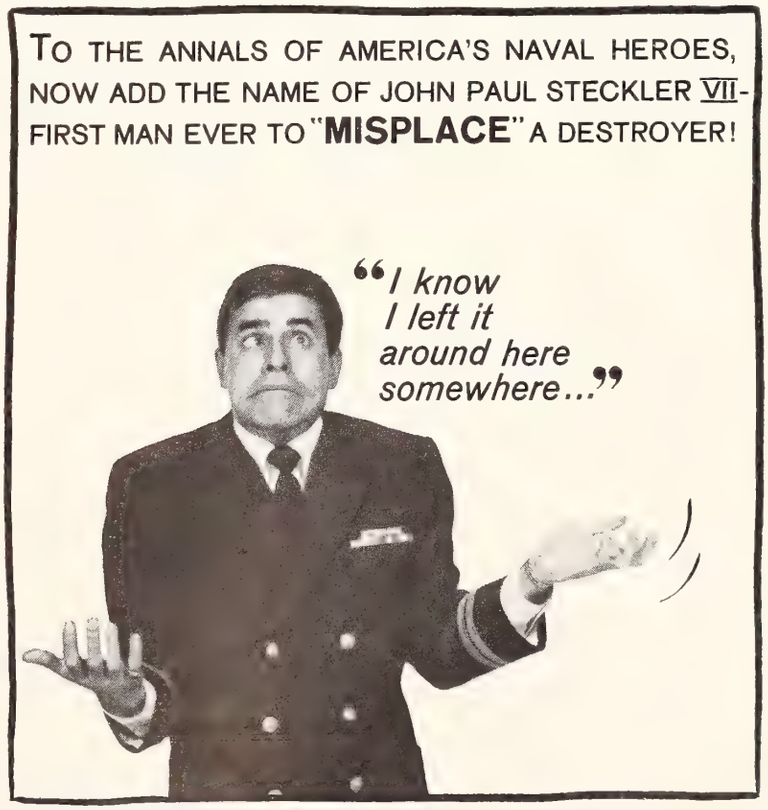
To Work with Compo Group

The distribution group will cooperate with a similar force organized by COMPO among exhibitors and theatre publicity men throughout the country, as occasion permits, it was stated. Establishment of the COMPO exhibition force on a permanent basis was announced by that organization yesterday and is reported in adjoining news colums.

The MPAA ad-publicity directors completed plans yesterday for a presentation of the pre-selling and promotion campaign which was done on the recent "Oscar" telecast. A display of the materials and their use, in the development and execution of which 14 major segments of the industry participated, will be set up in the board room of the MPAA offices here, and all interested parties will be encouraged to inspect.

Two New Members Welcomed

At its meeting yesterday, committee members welcomed Charles Levy and Harold Rand of Buena Vista, which recently rejoined the MPAA.



National Pre-Selling

"THE characters in 'The Diary of Anne Frank' aren't heroes and heroines out of fiction," reports "Photoplay" in the June issue, "they're warm, real, sometimes funny. And George Stevens' splendid direction shows in them the human dignity that is one of the most precious things in life and makes this a film to be remembered."

•

Martha Hyer, a beautiful woman of Hollywood, leads the life that, in whole or part, many Americans would like to live—a life of independence and elegant luxury. "Life" sent photographer Leonard McCombe to her expensive Hollywood home to make a pictorial essay, which appears in the May issue. She is seen taking an unabashed delight in the luster of old silver, the pampering warmth of fine furs, the colors of great paintings and the subtle flavor of vintage wines. A good portion of the salary she received for her role as the chilly teacher in "Some Came Running," she spent on luxuries.

•

"The Sound and the Fury," based on William Faulkner's best selling novel, is reviewed in the May issue of "Redbook." A top flight cast made up of Yul Brynner, Joanne Woodward, Ethel Waters and Margaret Leighton play the parts of a degenerate Southern family in this 20th-Fox film.

•

"Some Like It Hot," will leave audiences limp with laughter, according to "Coronet's" May issue. "It is rare comedy in which every element—story, stars and direction—jells to perfection."

•

One of the fascinating facts turned up by research is that this country has five million more women than men, to quote the ad for "Ask Any Girl," which appears on the table of contents page of "Look's" May 12 issue. Cast in this film, which will open at Radio City Music Hall here, are David Niven, Shirley MacLaine and Gig Young.

•

Walt Disney's "Sleeping Beauty" has been awarded the "Parents' Magazine" Family Medal for April.

•

"The Wild and the Innocent," starring Audie Murphy and Sandra Dee, is reviewed in the May issue of "Seventeen." This U.I. film is a novel, western comedy about two pioneer-country bumpkins who run headlong into civilization's way during their first trip to town.

•

"The Beat Generation," written by Albert Zugsmith, is based on the new M.G.M. film of the same name. It is being published as a novel by Bantam Books.

WALTER HAAS

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

FUNNY THING happened to us when we went to Toots Shor's Tuesday to attend an RCA luncheon. We saw no one in the large dining room on the third floor and so meandered into the adjoining room where the ever-beaming Toots introduced us to Pappy Boyington, Medal of Honor winner and author of the best-seller, "Baa Baa Black Sheep" (G. P. Putnam). Energetic Pappy kept a group of us including John Charles Daly, Al Buck, Jack O'Brien, Mort Brown so enthralled by his charm, wit and anecdotes, we completely forgot about the RCAper, S'help us, Syd Eiges. . . . Lovely Nan (Mrs. Mel Hicks) Garcia, whose Sunday series over WOR, not only brings to localities interesting chit-chat with world-renowned personalities, but also does a terrific selling job for her dad's famous Garcia y Vega cigars, has a date with Sir Stork for August. . . . One of Tin Pan Alley's most popular citizens, Mickey Addy, who not only coached stars but himself was a radio luminary in the thirties, has been named New York manager for Dot Records succeeding Bob Thiele. . . . Formerly of Gotham and currently one of Detroit's most-listened-to news WJReporters, Shirley Eder flew into town to tape several interviews. . . . Continental Baking Co. has signed as co-sponsor of the "Howdy-Doody Show" for the eighth NBConsecutive year. Bob Smith has been Howdy's alter ego since he started to string along this net back in December, 1947. . . . With plenty of fanfare and with equally justifiable pride, Sesac has just announced that its latest addition to the Sesac Library is none other than Duke Ellington, whose ork has completed a 12-inch album, "Ellington Moods," which can't miss being referred to as "Swellington," it's that great. . . . The Film Producers Assn. of N. Y. will hold its annual dinner at the Hotel Plaza, Tues., May 19, with Prexy Nathan Zucker (Dynamic Films) presiding.

☆ ☆ ☆

Bill Hobin, producer-director of the "Pat Boone Show," will produce a special full hour, "live" musical, "The Golden Circle," co-starring Eydie Gorme and Steve Lawrence, with numerous other larks over ABC-TV, Wed., Nov. 25, which deals with the thrills experienced by those whose respective waxings sold a million or more. The John Oster Mfg. Co. sponsors the show via The Brady Co. . . . Hal Holbrook, CBSeen as "Grayling Dennis" in "The Brighter Day," covers himself with thespian glory in the Off-Broadway production, "Mark Twain Tonight," co-produced by John Lotas and Bunker Jenkins. . . . Composer-conductor Marty Gold signed to make orchestral arrangements for the "Jimmie Rodgers Show," seen Tuesdays over the NBChannels with Buddy Morrow's Ork. . . . Two additional video NTAped programs, "Xavier Cugat-Abby Lane" and "Mel Allen Sportlights" are being readied for national syndication, according to NTA's Mickey Sillerman. . . . Arthur Gross, who recently left Guild Films after 7 years, to join Flamingo Telefilm Sales, has been named veepee in charge of sales. . . . Could turn into a steady job. We mean the 8 ayem news report series that Prescott Robinson has been doing since 1940. Incidentally, program's Pulse rating has topped all opposish for the past decade. (P.R. stands for Pulse Rating AND Prescott Robinson, No??) . . . After a year in Gotham as Ass't Producer of the "Who Do You Trust" ABC-TVehicle, Cally Curtis returned to Hollywood to join Jack Douglas Enterprises. . . . Monday Nite's "TVoice of Firestone" hour, honoring Dick Rodgers proved ABChockful of musical charm. By the way—how come Bill Tabbert isn't grabbed for a regular show of his own? He's merely colossal.



Bill Hobin

575 'Hot' Bookings

United Artists' "Some Like It Hot" will open in some 575 key theatres across the country during the next month. The film has grossed approximately $2,600,000 in its first 96 situations and has registered a huge $324,477 during its first five weeks at Loew's State Theatre here.

Stardom for Perkins

Audience and critical acclaim for Millie Perkins' performance in "The Diary of Anne Frank" has prompted 20th Century-Fox to raise the name of the young actress to sole star billing above the title of the film, the company said yesterday. It is Miss Perkins' first motion picture role.

DeMille Tribute Ju At 'California Nigh

From THE DAILY Bureau

HOLLYWOOD, May 7. – Y. Frank Freeman, vice-presi charge of the Paramount stud keynote speaker and Henry W the master of ceremonies, C Heston, Anne Baxter and othe will address 3,000 guests of Ca Federation of Women's Clubs California Night Banquet on which will present "A Salute t B. DeMille—Great Filmmake Great American," it was ann today by Monaca Jones, state picture chairman.

The late producer-director Jones said, will be honored man whose spirit and influe good, for truth, for beauty a freedom, will live for generat come through his motion 'The Ten Commandments'."

'Jane' Bow Sold Ou

BOSTON, May 7.—The 12 Astor Theatre has been sold the world premiere of Columt Happened to Jane" on May 12 announced today by Mo George Kerr, sponsor of the The premiere is being held as fit for the St. Francis de Church, a parish in a poor se Boston administered by Fr. K

Booklet on Dietrich

The Museum of Modern published a 34-page illustrate let called "Marlene Dietrich: and Legend" by Richard Griff rator of the Museum of Mod Film Library. It is being iss conjunction with the current tion of the films of Miss D which continues through June

Fire Guts Theatre

CALHOUN, Ky., May 7. Victory Theatre here, owned b Survant, was gutted by fire. N mate of the damage was giv Survant said the theatre was p a total loss.

Ask Reversal of Rule On Political TV Time

From THE DAILY Bureau

WASHINGTON, May 7. Justice Department has ask Federal Communications Com to reconsider and reverse its that all political candidates titled to equal time on regula and TV news programs.

President Eisenhower hims termed the FCC policy "ridi The Justice Department requ announced by Attorney Gene gers at the White House meeting with the President. T will presumably consider the in due course; no comment wa today.

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

5, NO. 89 NEW YORK, U.S.A., MONDAY, MAY 11, 1959 TEN CENTS

ctance Reported

nate Group ies from ied Action

1956 SBC Covered e Paper' Ground

By J. A. OTTEN

HINGTON, May 10. — The Judiciary Anti-Trust subcom- will be extremely reluctant to e motion picture trade prac- arings requested by Allied Association in line with its aper" campaign.

s the opinion of key members ubcommittee. The main rea- hat the Democratic members subcommittee are doubtful oing over the same ground in 1956 by the Senate Small committee, also under a tic majority.

if the Anti-Trust subcommit- uld decide to hold hearings, , it would be the tail-end of on before it could get around Hearings are already sched- other subjects well into June, pointed out.

members have been concen- m the Anti-Trust subcommit-

(Continued on page 2)

e Frank' Booked rtheast Ohio

Special to THE DAILY

ELAND, May 10.—Negotia- ve been completed between Greenberger, pioneer local owner, and Raymond , 20th-Fox branch manager, extended road show engage- "The Diary of Anne Frank"

(Continued on page 3)

's Theatres Meet l Here This Week

Theatres' division managers h the metropolitan and out- areas will meet here on Wed- nd Thursday, with the com- ew president, Eugene Pick- cutive vice-president John

(Continued on page 6)

Exchange Workers Win Pay Increase

IATSE film exchange employees will receive a weekly wage increase of $6 per week and other benefits under the terms of a new contract just negotiated.

New York exchange employees have already been advised of the new contract, in a letter sent out by Richard Walsh, IATSE international president, it was learned at the weekend. The letter has also been sent to union members in other exchange cities.

Signing of the contracts has been

(Continued on page 2)

Exhibitors to Testify Friday on Wage Law

From THE DAILY Bureau

WASHINGTON, May 10. — Exhibitor testimony against extending the Federal Minimum Wage Law to theatres is scheduled to be presented to a Senate labor subcommittee Friday morning. A. Julian Brylawski, Al Florsheimer and Frank Lydon are already scheduled to testify then, and others may be added later.

Report Yates Chairman Of Rep, Carter Pres.

From THE DAILY Bureau

HOLLYWOOD, May 10. — It is reported here that Herbert Yates, president of Republic Pictures, will become Republic board chairman, and that Victor Carter, who reportedly has an option to purchase controlling stock interest, will become president.

Yates will attend the New York stockholder's meeting Wednesday.

New Committees to Be Appointed

MPA Units to Study 'Sensitive' Problems

First Group, Now Named, To Take Up Codes, Censorship, Ads and Publicity

A program for the appointment and assignment of committees to examine and give their attention to sensitive industry areas and the problems arising therein has been decided upon by the Motion Picture Association, it was learned at the weekend.

One of the first such committees to be appointed will be concerned with industry advertising, publicity and public relations developments and problems.

Five Are Named

Named to the committee by Eric Johnston, MPAA president, at an informal meeting of Association directors here late last week were the following: Joseph R. Vogel, Loew's president, and Robert Benjamin, United Artists board chairman, co-chairmen; Charles Einfeld, vice-president of 20th Century-Fox in charge of advertising-publicity; Paul Lazarus, Jr., vice-president of Columbia Pictures in charge of advertising-publicity, and Charles Simonelli, Universal Pictures Eastern advertising-publicity director and chairman of the MPAA advertising-publicity directors committee.

According to present plans, the committee will be concerned with

(Continued on page 3)

Plans for Theatre-TV Of Bolshoi Ballet Off

The proposed closed circuit theatre telecast of the Bolshoi Ballet by Matthew Fox's Skiatron of America Co. on June 2 and 3 has been abandoned, Fox confirmed on Friday but added that other possible presentation methods still are under study.

Fox denied a report that he had

(Continued on page 6)

Referendum on S.C. Blue Laws Is Sought

Special to THE DAILY

SPARTANBURG, S. C., May 10—Following a warning by a theatre owner here that he would wage an all-out attempt to close all Sunday-operated businesses in Spartanburg County, Circuit Court Solicitor Allen Lambright and Sheriff B. B. Brock-

(Continued on page 6)

Four Star Leases Bulk Of Republic Coast Lot

From THE DAILY Bureau

HOLLYWOOD, May 10. — Four Star Films has signed a five-year lease for the major portion of the Republic Pictures lot and will move over more than 100 of its personnel, including cameramen and editorial departments from its present Western Avenue headquarters, with Republic providing all backlot labor. Four Star has five new series to start in fall and anticipates 10 series to be actively

(Continued on page 2)

Pope John Praises Legion of Decency On Occasion of Its 25th Anniversary

From THE DAILY Bureau

WASHINGTON, May 10.—Pope John XXIII has praised the American National Legion of Decency, which issues moral evaluations of movies, on its 25th anniversary. The Pontiff sent his blessing through Domenico Cardinal Tardini, the Vatican's Secretary of State.

Cardinal Tardini said that American Catholics can "be legitimately proud" of the agency, which since its founding in 1934 has been imitated by Catholic bishops in other countries.

"Its importance grows ever greater at the present time," Cardinal Tardini stated in a letter to Bishop James A. McNulty of Paterson, N. J., chairman of the U. S. Bishops' Committee on Motion Pictures, Television and Radio. The papal secretary said the Pope exhorts American Catholics "to remain unflagging in their support of

(Continued on page 3)

TELEVISION TODAY—page 5

PERSONAL MENTION

LOUIS A. NOVINS, president of International Telemeter Corp., will leave here for Washington today, returning about Thursday.

•

JOSEPH FRIEDMAN, Paramount's national exploitation manager, returned to New York over the weekend from Washington.

•

JOSEPH A. TANNEY, president of S.O.S. Cinema Supply Corp., will leave here on Thursday for an extended tour of Europe and the Middle East.

•

JESSE CHINICH, Buena Vista Western division sales manager, will leave here today for Dallas.

•

STANLEY KRAMER, who returned to the States recently from Australia, where he did most of the shooting on United Artists' "On the Beach," has arrived in San Francisco from Hollywood for final shots.

•

GEORGE SEATON, director who arrived in New York at the weekend from Hollywood, will leave here today for Washington.

•

PAUL OSBORN, screen writer, will leave New York today for London via B.O.A.C.

•

FRANK PETRAGLIA and JOHN BOONE, of the Buena Vista publicity-exploitation division, will leave here today for Salt Lake City and St. Louis, respectively.

•

MILLIE PERKINS, who has the title role in "The Diary of Anne Frank," will leave New York today for a one-month, 10-country tour of Europe on behalf of the picture.

•

DORIS DAY was in Boston on Friday from the Coast, and will be in New York tomorrow for the world premiere of "It Happened to Jane" at the Astor Theatre.

SHOWMEN WANTED!

Increase your Concession Sales to an all-time high with 4 Brand-New Full-Color Animated and Narrated Intermission-Time BLOCKBUSTERS from:

NATIONAL SCREEN SERVICE

TOPS IN TRAILERS!

Senate Unit Shies from Action

(*Continued from page* 1)

tee headed by Senator Kefauver (D., Tenn.) for a hearing on their "white paper" campaign against distributors. The subcommittee has been receiving a barrage of mail from Allied members and from other Senators forwarding mail they have themselves received from Allied members.

"We have received an enormous amount of mail on the subject," one committee member said, "We've answered each writer, and we've forwarded each letter to the Justice Department. But we're not planning to do anything about the complaints at the moment."

In 1956, a Small Business subcommittee headed by Senator Humphrey (D., Minn.) held intensive hearings on similar Allied complaints. It concluded that "many of the problems and disputes between distributors and exhibitors can be settled within the industry itself if the responsible leaders on both sides will put a stop to the constant fratricidal warfare which does nothing but worsen a difficult situation."

Anti-Trust subcommittee members feel these hearings were too recent to warrant a new investigation, unless the heat gets much more intense than it has so far. "It would be politically stupid to have a hearing now on the same subject," one member said. "How could we come up with any different conclusions without making the Democrats on the other committee look stupid?"

However, the subcommittee is watching the situation closely, and if pressure mounts or if there are any new developments in the Allied campaign, it might overcome its reluctance and decide for a hearing. But that would have to be many weeks off, members emphasized.

Exchange Workers

(*Continued from page* 1)

delayed pending a vote by a local as to whether part of the $6 increase will be apportioned to the pension fund. Union management has recommended that 75 cents per week of the salary raise be alloted to this fund.

Negotiations for the new contract began several months after the expiration date of the old one, which was Nov. 30, 1958. After a number of meetings the union obtained agreement on improvements in the vacation and several pay clauses, along with certain changes regarding seniority and the sub-contracting of work.

Employer Objections Reported

On wage scales, however, the union committee reported employer resistance to wages "because of conditions throughout the industry." This issue resulted in a stalemate, Walsh explains in the letter, "which made it necessary for long continued negotiations in order to break the deadlock and obtain for our people an increase in the weekly scales."

The weekly increase of $6 is retroactive to Dec. 1, 1958 and ends Nov. 30, 1960.

Under terms of the contract employers will apportion 75 cents per week to the pension fund. However, since some union members have indicated "displeasure" with the fund and want to take the money as a weekly increase in salary the matter is being put to a vote. Upon receipt of the results of the votes of the locals the new contracts will be signed and forwarded.

Negotiations also resulted in improvements in the severance pay clause. For any employees laid off after six years of service the exchanges now will pay one week's more severance allowance than in the past and the top allowance will be 12 weeks' pay rather than 10.

The vacation clause likewise has been improved—by making employees eligible for a third week of annual vacation after 14 years of service, instead of 15.

Further, the companies have agreed to protect the full seniority rights of employees transferring to other agencies when distributors decide to have these agencies handle their inspection and shipping.

Welcome WB Star Tour In Kansas City Today

Special to THE DAILY

KANSAS CITY, Mo., May 10.—A "Mid-American Gala," expected to be one of the most elaborate celebrations ever held in the region, will welcome the Warner Bros. Transcontinental Star Parade here tomorrow afternoon. The members of the Hollywood goodwill mission traveling coast-to-coast by Greyhound Scenicruiser to Philadelphia for the May 19 benefit world premiere of "The Young Philadelphians" at the Stanley Theatre will be greeted here by a motorcade of 1,000 vehicles and seven bands under sponsorship of the Junior Chamber of Commerce. Evening ceremonies will take place on the stage of the Paramount Theatre.

The young Hollywoodians in the troupe are Ty Hardin, Arlene Howell, Connie Stevens, Diane Jergens, Roger Smith, Alan Hale, Jr., Will "Sugarfoot" Hutchins, Peter "Lawman" Brown, Jacqueline Beer, Troy Donahue and master of ceremonies Louis Quinn.

'Porgy' in Three-W… Station WPAT Tie-U…

Samuel Goldwyn's "Porgy … Bess" will receive top radio-li… promotion in this area durin… months of May and June in a … way tie-up with station WPAT … station, which according to … from Fortune Magazine has a … ing audience of 7,500,000 f… semi-classical music program … will feature "Porgy and Bess … other Gershwin music in its … programming.

Featured in Program Gui…

As support of its "Porgy and … emphasis, WPAT will feature th… editorially in its June issue of … light Revue," its monthly pr… guide with a paid circulation o… 000 and an estimated readersh… 90,000. Currently, and all … May, WPAT is using "Porgy … Bess" as lead copy in six one-m… commercials daily which are u… further publicize the station's … gramming.

Two Drive-ins Slate… For Operation Upst…

Special to THE DAILY

ALBANY, N. Y., May 10. – … drive-in theatres, one to be reo… and the other in the process o… struction, will be added to th… odd serviced this season from A…

Joseph Mirasola, who … years ago took over and relight… 9-L Beach Drive-in, Lake … Village, will reopen a secon… irondack Mountains automobil… Starlight at Pottersville – … Schroon Lake. It is set to r… operation May 30, according to … on Filmrow. The drive-in has … dark for several years.

A second ozoner, being built … Mr. Carellus in Greenville, … Mountains resort town, is d… open May 29.

Both drive-ins are compar… small.

Four Star Leases

(*Continued from page* 1)

rolling at new quarters by mi… mer.

Under terms of the lease Fo… will occupy 17 of its 19 stages … the remaining two continuing … the Mark VII Productions agre… with Republic.

'Capone' Big in Chi…

Allied Artists' "Al Ca… grossed $6,410 on its opening … Chicago's Cinestage Theatre, … R. Goldstein, vice-president … general sales manager of the … pany reported on Friday. The … stage is an 1,100-seat house, a f… legitimate theatre.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News E… Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, … Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, … ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents … principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock… Center, New York 20, Telephone Circle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice… dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times … as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as … class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copie…

PA Groups

(Continued from page 1)

nsitive problems as arise from time in the areas of Produc- ode matters, Advertising Code s; advertising and publicity ns of special significance, and ensorship matters which con- he industry at large or in- l MPAA members.

Additions to Be Made

tional committees will be from time to time, it is under- wherever day-to-day problems the desirability of having a working group to give them uired attention.

MPAA recently named its first or relations committee, with n as chairman and Spyros . Arthur Krim and Abe ue, co-chairmen. The commit- ll hold its first meeting on ay with the American Con- f Exhibitors at the MPAA of- re.

understood that at least one y head will be named to each working committees being set

on for Change Not Learned

ough the plan was agreed up- he MPAA meeting last Thurs- o announcement of it was o the trade. Johnston called a onference immediately follow- meeting and, according to re- ad planned to announce the committee program then. r, he did not do so and efforts n why the plan was changed navailing at the weekend.

nd Booking for ' Set in Boston

Special to THE DAILY

ON, May 10. — Universal's on Of Life" completed a suc- six-week engagement at State Theatre, on Friday days later it will play an- rst-run theatre in downtown On May 22 the film will be at the Paramount Theatre, un deluxe operation, for one t will play single feature, but tly reduced prices.

unusual booking will not af- subruns on their usual 14 day or 28 day runs, nor will back the general release of n, the company said. The nt Theatre is operated by ngland Theatres Inc., a sub- of ABC-Paramount Theatres, e State is a member of the Inc. circuit.

es' *Preview Here*

Parker will personally greet nderprivileged New York rs at a children's preview of e's new comedy, "Alias Jesse at the Astor Theatre here Sat- orning, May 16. Parker is fly- om California at the personal of his friend Hope, whose urned thumbs down on Bob's trip to New York.

Don Albert, Conductor, Dies; Services Today

Don Albert, 66 veteran musical conductor who, at the time of his retirement in 1952 was leader of the orchestra at the RKO Palace Theatre here, died on Friday at his New York residence following a long illness. Funeral services will be held today at the Park West Funeral Chapel, Columbus Ave. and 79th St. He is survived by his wife, and a son, Don, Jr., also a musician.

Albert began his musical career in the industry touring with David Wark Griffith's "Hearts of the World," after conducting orchestras in Balaban and Katz and Ascher Brothers theatres in Chicago.

Prior to joining Loew's Theatres in 1924, Albert led the orchestra of the Palace Theatre, Dallas, where his Sunday concerts became a popular local attraction. During his Loew's tenure, he organized and directed the orchestras in many of the circuit's luxury theatres erected during the '20's, including houses in St. Louis, Pittsburgh, London and Paris.

Pope Praises Legion

(Continued from page 1)

the Legion," and consult the Legion ratings before they attend any motion picture.

Cardinal Tardini declared that today many persons "no longer succeed in distinguishing, among the events of life, what things must always and everywhere be considered moral or immoral." Therefore, he stated, "the necessity of the Legion of Decency has in no way diminished."

"His Holiness takes pleasure in recalling," the Cardinal wrote, "the great crusade which gave birth to the Legion a quarter of a century ago, and which had the beneficial result of arousing the sense of Christian morality and natural decency in public life."

The Pope sent his blessings to Legion officials "and to all the faithful who undertake to promote the Legion's ideals," Cardinal Tardini concluded.

Wage Increases Settle Havana Exchange Strike

A strike of American film exchange employes in Havana, Cuba, was settled on Friday following a series of meetings of managers of the distribution companies with union leaders, it was announced here by the Motion Picture Export Ass'n.

The settlement involved a 15 per cent wage increase for all employes earning 50 pesos a week or less, and 10 per cent for those above that figure. The companies also agreed to a minimum wage of 30 pesos per week. The new contract is for five years and is effective immediately. Union demands for fringe benefits were dropped.

Robert Corkery, MPEA vice-president for Latin America, was present as advisor to the American managers. The Havana film unions are under the jurisdiction of the Cuban Minister of Labor.

Strong Arc Lamp for 70/35mm Projection

An arc lamp has been developed by the Strong Electric Corporation, Toledo, specifically for 70/35mm projection, with the design, the announcement points out, representing consideration of the prevalent use of wide-film processes in theatres of moderate seating capacity. Accordingly, the new lamp, called the "35/70 Special," has been developed principally to meet the requirements of screen images not more than 45 feet wide.

The trim, using a 13.6mm x 20-inch positive with an 18-inch "cold" reflector, remains constant, and the distance between positive crater and positive contact assembly is controlled automatically for efficient burning. Change from one print width to another is provided for by movement of the entire burning assembly relative to the reflector focal point. The optical system is said to meet the film-to-rear dimensions of all dual projectors on the market.

WB Unit Names Agency

Fletcher Richards, Calkins & Holden, Inc., has been retained as advertising agency for Warner Brothers Records. National advertising will originate in the Hollywood office. Trade and consumer copy is now in preparation.

'Anne Frank'

(Continued from page 1)

at the deluxe 1600-seat Fairmount Theatre in Shaker Heights. This will be an exclusive engagement in Northeast Ohio.

Premiere date will be June 17, with the performance sponsored by the Cleveland Council on Human Relations. The Hadassah will sponsor the performance to be held on the following night.

First Time in Cleveland

"This will be the first time in Cleveland a major motion picture will be given its initial presentation in a suburban theatre," said Schmertz, pointing out the location advantage of the house from suburban areas and its large parking facilities. The engagement provides for ten shows a week, one each night with matinees on Wednesday, Saturday and Sunday.

'Waltz' Locations Set

With shooting on "Anniversary Waltz" now a day ahead of schedule, arrangements have been completed with the City of New York for location filming in Gramercy Park and Greenwich Village, beginning May 21. The United Artists release, starring David Niven, Mitzi Gaynor and Carl Reiner, is currently shooting at Fox Movietone Studios here. The cast and crew will be on location for five days.

Officer and Gentleman by Act of Congress... MAN, THEY GOOFED!



JERRY LEWIS IN HAL WALLIS' PRODUCTION

Don't Give Up the Ship

SOON! FROM PARAMOUNT!

QUIGLEY PUBLICATIONS

IN THE SERVICE OF THE AMERICAN MOTION PICTURE INDUSTRY THROUGHOUT THE WORLD FOR 44 YEARS

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Foremost business weekly of the American motion picture industry . . . intensively national, extensively international in scope and circulation.

Better Theatres --- original and most authoritative publication devoted to the physical theatre, issued monthly as a section of the Herald.

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Providing the industry with immediate spot news coverage, fully --- and accurately --- with a typographical scheme for easy finding, easy reading.

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Who's-Who and statistical annual of the motion picture industry, widely used within the industry, by the press and by research organizations in the U. S. and abroad.

International TELEVISION ALMANAC

Statistical annual of the television and radio industry --- a complete reference book on its companies, activities, personalities.

FAME

Annual audit of personalities of motion pictures and television in the U. S. and Great Britain, presenting the monthly and annual motion picture Box Office Champions.

REVIEWS

ds of Fear

U-I

nced in England but starring an actor Howard Keel and ound the story of an Oregon his suspenseful melodrama is rally well done, straightfor- tory with some excellent if is acting, tight direction and photography.

is one of a band of convicts with townspeople to en the levees near a town ed by spring flood waters. he levee breaks, he and the are swept away. A strong r, he rescues Anne Heywood, Cusack, a vicious fellow con- d Harry Corbett, an injured guard, getting them all to tem- safety on the second floor of eywood's home.

tt, almost killed by Cusack, on a raft built by Keel for his e. Keel, meanwhile, has de- both Corbett and Miss Hey- rom Cusack's murderous at- t develops that Keel has been by his former business part- nn Crawford, for the murder rford's wife and it is his one o find Crawford and kill him. Heywood, Corbett and Keel in endangered by the flood he house is swept away, Cor- ikes out on his own and Keel ss Heywood find a boat but events her from signalling to for help. In love with him by e pleads with him not to car- his revenge on Crawford but ists until the suspenseful and ged climax when he beats him ls himself unable to kill.

scenes of the flood are es- striking and the atmosphere ense, even with a somewhat d story, is well maintained by Crichton, who directed as wrote the screenplay.

time, 82 minutes. General ation. May release.

JAMES D. IVERS

ls My Profession

y International

n this film was first released in (under the title "En Cas de r") the word was quickly hat at last Brigitte Bardot had that she knows how to act. le we're inclined to be just a ore reserved. Fifty thousand nen may not be wrong, just us. *En tou cas*, this is certain- best Bardot picture to be seen U.S. Directed by Claude Aut- l co-starring Jean Gabin and Feuillere, "Love is My Pro- is a good example of a type the French do well—a hard- nd sophisticated tale in which my is treated with as much ce as is the sentimental in a ap opera.

screenplay, based on a novel by Georges Simenon, has to do with a successful, aging, lawyer, Gabin, who agrees to defend a part-time prostitute Miss Bardot, against a charge of assault and battery. His fee, simply stated, is Miss Bardot herself. This *epitome de la Jeunesse francaise* is an amoral little baggage who concurrently is carrying on an affair with a moody and intense young medical student, Franco Interlenghi. When Miss Bardot becomes pregnant, Gabin makes plans to leave his wife, Miss Feuillere, and take Miss Bardot to the clear, fresh air of the Alps. The medical student gets to her first, however, with his scalpel. That is the entire story.

According to those familiar with the Simenon novel, the original is full of explanations and motivations. Autant-Lara, however, tells it in a sort of fascinating, dramatic shorthand that hints at a lot more than is ever really specified, and thus requires the actors to do a lot of filling in on their own. Quite often they are extremely successful. The basic "why" may never be fully disclosed but the film is packed with vivid, incisive scenes that have the sound of life. (So much so, in fact, that the exhibitor had better look at it for himself). It should do bang-up business in the art houses.

Jean Aurenche and Pierre Bost did the adaptation and the dialogue. Raoul Levy produced and Kingsley International is distributor.

Running time, 11 minutes. Adult classification. Release, in May.

VINCENT CANBY

Television Today

Treyz Suggests Using 1960 Census To Discover Public's TV Tastes

Special to THE DAILY

COLUMBIA, Mo., May 10.—If the critics of television ratings feel that the ratings are based on too small samples, perhaps consideration should be given to adding several carefully selected questions to the 1960 U.S. Census to ascertain the American public's tastes in television programming, Oliver Treyz, president of ABC Television, suggested in a 50th Journalism Week talk at the University of Missouri's School of Journalism.

"Since broadcasters are dedicated to televise programs that are in the public's interest," he added, "and if current methods used in our industry are considered inadequate by some of its critics, then would it not be advisable to measure the public's likes and dislikes by taking a census?"

Not Too Late, He Says

Perhaps it is not too late to determine this issue, the ABC-TV president pointed out, "because the U.S. Census will be going into the field next April, and questions about television programming can be added to their questionnaire."

Next to working and sleeping, Treyz said, Americans watch television more than any other activity.

Who's Where

The appointment of **Thomas S. O'Brien** as director of Far Eastern operations for NBC International, Ltd., was announced by **Alfred R. Stern**, chairman of the board of NBC International, Ltd. In addition, O'Brien, whose headquarters will be in Sydney, Australia, will be managing director of NBC International of Australia Pty, Ltd., a new company to be organized shortly by NBC International in Australia.

□

Robert L. Bryan has been named an account executive with Television Advertising Representatives, Inc., newly formed company which will represent the five television stations of the Westinghouse Broadcasting Company, Inc., beginning July 1, it was announced by **Larry H. Israel**, vice-president and general manager of TvAR. Bryan comes to TvAR from George P. Hollingberry Company, station representative firm with which he has served as account executive since 1952.

□

James H. McCormick, currently manager of the Atlanta office of CBS Films, Inc., has become an account supervisor in the company's New York office, it was announced by **John F. Howell**, vice-president and general sales manager of CBS Films. McCormick will replace **Ralph M. Baruch**, who has been made director of international sales.

□

David Kiernan, director of news and special events at WNHC-TV, New Haven-Hartford, has been elected president of the United Press International Broadcasters Assn. of Connecticut.

□

Arthur Gross has been appointed vice-president in charge of syndicated sales for Flamingo Telefilm Sales, Inc., it was announced by **Herman Rush**, president. Gross joins Flamingo after seven years with Guild Films where he served variously as advertising and publicity director, station relations director and most recently, he supervised foreign and domestic sales and served as assistant to the president. Previously, Gross was promotion manager for Skouras Theatres and an account executive with Paul Smallen agency.

Approve $10,400,000 For Federal Trade Unit

From THE DAILY Bureau

WASHINGTON, May 10. — The House Appropriations Committee has approved a $10,400,000 appropriation for the Federal Trade Commission for the year starting July 1.

This would be $657,800 over the Commission's funds for the current year but $600,000 below the budget request. The committee said most of the increase over this year would go for additional employes in the broadcast and special radio services activities.

Atlas Enterprises Is New Production Outfit

From THE DAILY Bureau

HOLLYWOOD, May 10.—Irving H. Levin and Harry L. Mandell, who recently announced the formation of Atlas Pictures Corp., are rejoining Joan Fontaine and Collier Young in another project. The quartet will be associated in Atlas Enterprises, Inc., for the purpose of financing television productions, including pre-production and script-writing expenses.

They were first associated in 1952 and as such were responsible for a group of motion pictures, including "The Hitchhiker," "The Bigamist" and "The Bold and the Brave."

Robert Taylor Program To Have Debut Oct. 16

"Captain of Detectives," a new weekly half-hour action-adventure series starring Robert Taylor, will debut on ABC Television Friday, Oct. 16, 10-10:30 P.M., N.Y.T., sponsored by The Procter & Gamble Co., it was announced by William P. Mullen, ABC vice-president in charge of TV network sales. Procter & Gamble is represented by Benton & Bowles, Inc.

In "Captain of Detectives," Taylor will make his television debut in the role of Police Captain Matt Holbrook, a criminal investigator.

ABC Gets 'Cummings' For Daytime Schedule

"The Bob Cummings Show," now in its fifth season on nighttime television, has been acquired by the ABC Television Network for its daytime schedule starting this October, it was announced by Giraud Chester, ABC vice-president in charge of TV daytime programming.

"The Bob Cummings Show" will be a major addition to ABC-TV's daytime lineup, Chester said.

Goldwyn Is Denied Jury for Re-Trial

Special to THE DAILY

SAN FRANCISCO, May 10.—U.S. District Court Judge Albert C. Wollenberg on Friday denied Samuel Goldwyn's motion for a re-trial with a jury in his anti-trust suit against National Theatres, Fox West Coast Theatres and other exhibitors.

In response to arguments by counsel for Goldwyn that the Embassy re-trial of a suit against the same defendants and all of the major studios has been granted a jury, Judge Wollenberg pointed out that the late Judge Edward P. Murphy, who heard both cases last year and then died before giving a decision, had been characterized by Embassy counsel as "peculiarly confident" in such film anti-trust cases. This was the reason the Embassy plaintiffs originally waived a jury trial, as did the Goldwyn forces, whose case on Judge Murphy's calendar preceded the Embassy trial.

In ruling against Goldwyn on Friday, Judge Wollenberg said he did so "without prejudice to the plaintiff to renew the motion at a later date upon a showing of changed circumstances."

Judge Wollenberg also ruled that the 43 days of testimony heard by Judge Murphy would not be considered at the re-trial "unless both parties agree."

Bill for Income Tax Averaging Up Again

From THE DAILY Bureau

WASHINGTON, May 10. — Rep. Curtis (R., Mo.) has introduced again his bill to provide for income tax averaging.

The measure, which he has sponsored in previous years, has been backed by film talent unions and other representatives of people with widely fluctuating income, but opposed by the Treasury Department. The bill would allow persons with widely fluctuating incomes in effect to average their Federal income tax over a six-year period.

Curtis is a member of the House Ways and Means Committee, which would handle the bill if it came up for action.

Loew's Theatres

(*Continued from page* 1)

Murphy; vice president Ernie Emerling, and the home office department heads.

Among those in atttendance will be: Frank Murphy, Cleveland; Orville Crouch, Washington; Charles Kurtzman, Boston; Martin Burnett, Atlanta; Russ Bovim, St. Louis, and Harry Shaw, New Haven. From the New York area will be James Bruno, Bernard Zelenko, William Phillips, James Grady and Jack Harris.

REVIEW:

The Gunfight at Dodge City

Mirisch—U.A.-CinemaScope

BAT MASTERSON, ONE of the most enduring of the Old West's legendary heroes and one who is currently enjoying a certain measure of fame on TV, returns to the Big Screen here in the person of Joel McCrea in a handsomely mounted, CinemaScope-DeLuxe color production that should delight the eye of any Western fan. Although somewhat loosely plotted, "The Gunfight at Dodge City" is full of straightforward action, neatly paced for sustained audience interest.

Costarring are Julie Adams, John McIntire and Nancy Gates, with Richard Anderson and Don Haggerty in prominent support.

The screenplay by Daniel B. Ullman and Martin N. Goldsmith, based on a story by Ullman, opens with McCrea, a professional gambler with a reputation as a gunfighter, settling in Dodge City where his brother, Harry Lauter, is running for the office of sheriff against the corrupt incumbent, Don Haggerty. McCrea buys a half-interest in a saloon owned by lovely Nancy Gates and immediately earns Haggerty's enmity when the latter tries unsuccessfully to buy McCrea out of business.

When McCrea's brother is killed by unknown assailants, McCrea is elected sheriff and vows to clean up Dodge City. He also vows to kill Haggerty whom he suspects as having ordered his brother's death. At the same time McCrea is carrying on a tentative courtship with his dead brother's highborn and priggish fiancee, Julie Adams. The various conflicts are neatly resolved in the climactic bout defined in the film's title, wherein McCrea and Haggerty shoot it out on Dodge City's main street.

John McIntire is seen as the town doctor who befriends McCrea; Richard Anderson, as the gunslinger who murders McCrea's brother, and Walter Coy, as an old friend of McCrea's and whose mentally retarded younger brother McCrea saves from the gallows. Walter Mirisch produced and Joseph Newman directed. The film is a Mirisch Company production for United Artists release.

Running time, 81 minutes. General classification. Release, in May.

VINCENT CANBY

Bolshoi Ballet

(*Continued from page* 1)

forfeited a $450,000 binder paid to Sol Hurok and the Soviet government for the theatre tv rights to the ballet performances.

"No deal had been made," he said. "It is not true that I have lost any such sum."

Fox did not say what had decided him against proceeding with the proposed closed circuit telecast but exhibitors who had been approached for participation by their theatres attributed it to an inadequate supply of equipment and to exhibitor dissatisfaction with arrangements and terms.

Equipment Limited

It was stated that TelePrompTer has available only 9 x 12-foot screen equipment, which is considered unsuitable for large theatres, let alone such arenas as Cow Palace, San Francisco; Madison Square Garden here, and the St. Louis Arena, which were being sought as reception centers in addition to theatres.

Equipment also was unavailable from Nathan Halpern's Theatre Network Television, it was said, because the latter no longer rents equipment since establishing an almost continuous sequence of closed-circuit events for business and other enterprises.

Some circuit operators said they felt that some aspects of Fox's plans were not practical, especially the arrangements to repeat the ballet program a second night at prices said to be between $5 and $7 per theater seat, and with maximum theatre participation in every major city. For example, one said the plan was to line up 50,000 seats in Los Angeles and a proportionate number in other large cities.

It was also noted that on the specified dates the theatres sought for the hook-up would be playing top product booked for the Memorial Day holiday weekend and could interrupt or change bookings only with the greatest difficulty, if at all.

Publish 'Film: Book 1' As First of a Series

"Film: Book 1," first in a contemplated annual series dealing "with the art and the artists in the fascinating business of moviemaking," has just been published by Grove Press as an Evergreen paperback priced at $1.45. Edited by Robert Hughes, teacher of film history and esthetics at Hunter College, the book focuses on such film makers as Carl Dreyer, Elia Kazan, David Lean, Jean Renoir, Federico Fellini and Sidney Meyers. Arthur Knight has also written an article, "For Egg-heads Only," which deals with current developments in art theatres and film socities.

Referendu

(*Continued from page* 1

man have requested the Spar County legislative delegation der a referendum to let Spart cide whether or not they w "Blue Laws" enforced.

Delegation took no action at ing held May 6, but some m indicated that such a refe might be called.

Lambright and Brockman that if warrants are signed persons operating on Sunday (ised by one theatre operator), is nothing we can do but enf law. It would take an army to they added.

Warns of General Closin

The officials pointed out th would close virtually every establishment in Spartanburg operating on Sunday. It could public golf courses, fishing la cery stores, service stations like."

Lambright and Brockman ed that responsibility lies n law enforcement officers b legislators.

"We have come to you to to give the people of Spa County a referendum to let t cide what they want."

"Regarding laws on the boo they continued, "we will hav force them. It is not fair for criticism on the Sheriff and chief of police, when they ar performing their duties. The have to be either repealed forced."

Seeks to Justify Arres

Solicitor Lambright, comme the arrest of Claude Rumley ger of the Fox Drive-In May 3, said Rumley was ta custody and jailed without rant "because a police officer rest anyone he sees committi lation of the law. Sunday mo selected because they were 'n added.

As far as a Supreme Court on the matter, Lambright could predict "exactly wha say. They'll say the law is books and it's a legislative m

Another Spartanburg theat utive, Robert Talbert, manag Carolina, said there is a p that individual Spartanburg may swear out warrants to cl ness places on Sunday. Tal several private citizens have they plan to sign warrants whether the Rumleys do or n

Defended by His Brot

Alfred Rumley, North Caro tre operator, coming to the of his brother, Claude Rum ator of the Fix Drive-In, would ask backing of the A of Theatre Owners of N South Carolina.

"We intend to go ahead plans unless something is d fred Rumley declared. "But inside information that it be necessary to issue warran

All News that News

MOTION PICTURE DAILY

Concise and to the Point

. NO. 90 NEW YORK, U.S.A., TUESDAY, MAY 12, 1959 TEN CENTS

esota Time

ırt Upholds ylight Time ; Gov. Acts

tive Order Puts State ıst Time Until July 1

Special to THE DAILY

EAPOLIS, May 11. — The a State Supreme Court has n injunction granted the Min- musement Company barring nties of Hennepin, Ramsey ka from going on daylight me on the ground that they authority to do so.

urt opinion was handed down *Continued on page* 2)

Negotiating for Playhouse" Series

WARREN G. HARRIS

l Artists Television is in ac- gotiation with the National ting Company for presenta- the projected TV anthology United Artists Playhouse." nnouncement was made yes- *ontinued on page* 15)

son-Johansson o Theatre TV

ompTer has acquired the TV, film and radio rights to 25 Floyd Patterson-Ingemar n heavyweight title fight for , William Rosensohn, the omoter and former Tele- r official, announced.

tworks reportedly bid as high 000 for the fight for home ut TelePrompTer's record 00 theatre TV gross for the Basilio-Sugar Ray Robinson t year reportedly earned it erence.

Universal Foreign Sales Setting All-time Records, Aboaf Reports

By VINCENT CANBY

"Universal Pictures foreign operations are not only still alive, but doing very, very well, in fact, beyond our expectations. We just closed an 18-week sales drive with outstanding results."

This was the report with which Americo Aboaf, vice-president and general manager of Universal International Films, greeted the trade press at luncheon here yesterday at the Laurent Restaurant. In the last four months the much-traveled Aboaf has

(*Continued on page* 15)

Rumley Dares Arrest Again on Sunday Law

Special to THE DAILY

SPARTANBURG, S. C., May 11.—Claude Rumley, operator of the Fox Drive-in theatre here, already out on bond for violation of the Sunday blue law, again opened his theatre Sunday night to a capacity audience

(*Continued on page* 15)

Elect Ely Landau N.T. Senior Vice-president

From THE DAILY Bureau

LOS ANGELES, May 11.—Ely A. Landau has been elected senior vice-president of National Theatres, Inc., at a meeting of the company's board of directors, it is announced by B. Gerald Cantor, board chairman, and John B. Bertero, president.

Also elected were Oliver A. Unger as first vice-president, and M. Spencer Leve as vice-president.

The trio will continue to function in their present positions, Landau as chairman, and Unger as president of

(*Continued on page* 15)

MBC Quarter Earnings Increase Over 450%

Metropolitan Broadcasting Corporation enjoyed an increase of over 450 per cent in net earnings during the first 13 weeks of this year, the company's annual meeting of stockholders was told here yesterday. Net earnings this year were $287,512 or 19 cents per share, as compared to $56,021, or four cents per share, in the first 13 weeks of 1958.

Sales of over $16,000,000 were predicted for the current year. Gross revenues for the first 17 weeks were re-

(*Continued on page* 15)

Cartoons Get Scarcer, Haines Reminds Critics

Roy Haines, sales chief of UPA Pictures yesterday discounted the concern expressed by other short subjects distributors that UPA's new blanket sales policy will adversely affect the sale of shorts generally.

UPA's new policy provides for the

(*Continued on page* 15)

Walter Vincent, 90, Circuit Owner, Actor

Walter Vincent, 90, president of the Actors Fund of America since 1940, died here Sunday at Roosevelt Hospital. Funeral services will be held tomorrow morning at the Madison Avenue Presbyterian Church, 73rd St. and Madison Ave. He is survived by a brother, Howard Whittle, of Reading, Pa.



Walter Vincent

An actor, writer, producer and theatre owner, Vincent was active in both the legitimate theatre and motion pictures. In 1901, together with writer Sidney Wilmer, he bought theatres in upstate New York and eventually developed

(*Continued on page* 15)

Would Have Been 3%

Ohio Plan for Ticket-Rental Tax Dropped

Both Levies Are Deleted From Senate's Measure

Special to THE DAILY

COLUMBUS, O., May 11. — The proposed 3 per cent tax on admissions and the 3 per cent tax on film rentals have been deleted from Senate Bill 376, the omnibus tax measure being pushed by the DiSalle administration. The tax measure is still stalled in the Senate Taxation committee.

It is understood that the deletion of the two items is part of a compromise deal by which Gov. DiSalle hopes to have the measure reported favorably by the committee.

Status of other bills affecting

(*Continued on page* 2)

Disney Six Months Net Down to $906,485

From THE DAILY Bureau

HOLLYWOOD, May 11.—Consolidated net profit of Walt Disney Prod. and its domestic subsidiaries for the six months ended April 4, 1959, was $906,485, equal to 57 cents per share on the 1,581,011 common shares outstanding, after provision for taxes of

(*Continued on page* 15)

Tenn. Admissions Tax Being Reduced to 1%

The state of Tennessee's gross receipts tax on theatre admissions will be cut from 2% to 1%, effective July 1, COMPO was advised yesterday by Joe K. Gilbreath, Jr., director of the miscellaneous tax division. Unofficial reports previously indicated that the tax had been repealed.

"The authority for cities to levy

(*Continued on page* 15)

Salute to the Emmy Award Winners PAGES 3-14

PERSONAL MENTION

JOSPEH MOSKOWITZ, 20th Century-Fox Weltner, Paramount Pictures studio representative, returned to New York over the weekend from the Coast.

•

George Weltner, Paramount Pictures vice-president in charge of world sales; Jerry Pickman, advertising-publicity vice - president, and Hugh Owen, distribution vice-president, will leave Atlanta today for Dallas.

•

Irving H. Ludwig, president of Buena Vista, will leave New York today for Hollywood.

•

Richard Kahn, Columbia Pictures exploitation manager, has left New York for Lansing, Mich., where today he will address the managers' meeting of the Butterfield Circuit.

•

Gladys Markert, of Radio City Music Hall, will leave New York over the weekend for three weeks at Key West, Fla.

•

Jerry Wald has arrived in New York from the Coast to begin filming of "The Best of Everything," plans for which he will discuss at a press conference today at the St. Regis Hotel.

•

William Perlberg, producer, will arrive in New York tomorrow from Hollywood.

•

Edward Muhl, Universal vice-president in charge of production, will leave Hollywood today for New York.

AB-PT Partners Choose Special Project Films

Special to THE DAILY

DALLAS, May 11. — American Broadcasting - Paramount Theatres' southern and southwestern circuits have chosen "The Young Philadelphians," "Say One for Me" and "The Big Circus" as their special project pictures for the current season, it was disclosed following the area meeting of heads of the circuit, with Leonard Goldenson, AB-PT president, in Dallas last week.

The AB-PT southern and southwestern circuits for the past several years have selected pictures which they believe best lend themselves to special exploitation efforts in their areas. Special campaigns are planned and executed for the pictures selected, keyed to their local openings.

Court Upholds

(*Continued from page 1*)

Friday. At the week-end Governor Freeman issued an executive order placing the entire state of Minnesota under daylight time. The order will be effective May 24 for those areas not now operating on daylight time. However, his authority so to act expires July 1 when the daylight time law of 1957 expires, and the entire state will revert to standard time on that date unless the legislature acts in the meantime.

The usually sedate chambers of the Court rocked with heated words during the hearings on the injunction. At one point contempt charges against the attorney general, Miles Lord, and the commissioners of the three counties seemed likely.

Argument Is Heated

The Court in its ruling stated that the local option law which the counties had used as the basis for their action was illegal and only the governor could fix the time when daylight time would start and when it would end. The court also pointed out that the authority of the governor to act on fast time would end on July 1.

Governor Freeman expressed the hope that the legislature would act soon to "end this confused situation. As I read the court's opinion," said the governor "and after consulting with the attorney general, I have no alternative but to proclaim daylight time in effect for the entire state. . . ."

Approval Bill Passed Last Week

The State House of Representatives last week passed a bill which would allow 22 counties along the Minnesota-Wisconsin border and in the metropolitan Minneapolis-Saint Paul and Duluth areas to operate on fast time.

The bill has been sent to the Senate for action. It is not known what action the upper house will take, but during the regular session of the legislature the Senate refused to pass seven fast time bills sent to them by the House.

AIP and AAFD Extend Deal for U.K. Activity

From THE DAILY Bureau

HOLLYWOOD, May 11. — Extension of the American International Pictures releasing and co-production deal with Anglo-Amalgamated Film Distributors of London for another year is announced by James H. Nicholson and Samuel Z. Arkoff, Nat Cohen, managing director, represented AAFD in the renewal deal.

AAFD will continue to release AIP product in the United Kingdom, and the two companies will co-produce several pictures in England. The latest co-production was "Horrors of the Black Museum."



Robert S. Benjamin congratulates the new UA vice-president.

Joseph Ende Elected Vice-president of UA

Joseph Ende, controller of United Artists, has been elected a vice-president of the corporation, it was announced today by Robert S. Benjamin, chairman of the board. Ende will continue in his present capacity as controller.

Ende joined United Artists as assistant to the controller in 1951. He was named controller in 1952 and was elected to the board of directors in 1955.

A graduate of New York University with a major in accounting, Ende was associated with Price Waterhouse & Company from 1938 to 1947 as supervising accountant, specializing in motion picture industry accounts. In 1947 he joined Film Classics, Inc. as controller, a post he held for three years. From 1950 to 1951, he represented Chemical Bank and Trust Company as disbursing agent on motion picture finances.

Roxy Sets Strong Slate For Spring and Summer

A strong slate of feature films has been booked by the Roxy Theatre here for spring and summer exhibition, it has been announced by Robert C. Rothafel, president and managing director.

First in the lineup, opening May 29, following the run of the current attraction, "Imitation of Life," will be United Artists' "Pork Chop Hill," which stars Gregory Peck. Next, opening in late June, is Universal's "This Earth Is Mine."

In late July the Roxy will unveil Allied Artists' "The Big Circus." This will be followed in late August or September with 20th Century-Fox's "The Man Who Understood Women," which stars Henry Fonda and Leslie Caron.

Ohio Tax P

(*Continued from page*

theatres in the State of Ohi
lature:

House Bill 879: This me
require drive-ins to close
night, has been assigned to
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House Bill 871: This bil
require everyone under 18
a drive-in to be accompanie
by a parent or legal guar
committee assignment.

Senate Bill 115 and 242,
sorship and film classificatio
sub-committees of the Judici
mittee.

House Bill 141, to amend
"blue laws" to authorize
businesses to operator, has
signed to the Judiciary com

House Bill 300, prohibiti
tres and certain other bus
close between 2:30 A.M. an
on Sundays, has not been as
committee.

Senate Bill 79, to abolish
"blue laws," is being heard
merce and Labor committees

Stellings to Speak ACE at Wage Hea

From THE DAILY Bure

WASHINGTON, May 11
G. Stellings will speak for th
can Congress of Exhibitors i
tion to Federal minimum w
coverage for theatres at Sena
Subcommittee hearings Frida

A. Julian Brylawski, acco
by Al Floersheimer, will
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Frank Lydon will speak fo
Theatre Owners of New
Brylawski, who is making
rangements for the industry t
at the Friday hearings, said
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WINNERS OF TELEVISION'S 1958 EMMY

st Outstanding Single Program of the Year
'Evening With Fred Astaire"—NBC

t Dramatic Series (Hour or Longer)
'Playhouse 90"—CBS

t Dramatic Series (Less Than Hour)
'Alcoa-Goodyear Theatre"—NBC

t Comedy Series
'Jack Benny Show"—CBS

t Musical or Variety Series
'Dinah Shore Chevy Show"—NBC

t Western Series
'Maverick"—ABC

t Public Service Program or Series
'Omnibus"—NBC

t News Reporting Series
NBC News—Huntley-Brinkley Report

t Panel, Quiz, or Audience Participation Series
"What's My Line"—CBS

t Special Dramatic Program (Hour or Longer)
'Little Moon of Alban"—Hallmark—NBC

t Special Musical or Variety Program (Hour or Longer)
'Evening With Fred Astaire"—NBC

t Special News Program
'Face of Red China"—CBS

t Actor in a Leading Role (Continuing Character) in a Dramatic Series
Raymond Burr—"Perry Mason"—CBS

t Actress in a Leading Role (Continuing Character) in a Dramatic Series
Loretta Young—"Loretta Young Show"—NBC

t Actor in a Leading Role (Continuing Character) in a Comedy Series
Jack Benny—"Jack Benny Show"—CBS

t Actress in a Leading Role (Continuing Character) in a Comedy Series
Jane Wyatt—"Father Knows Best"—CBS-NBC

t Supporting Actor (Continuing Character) in a Dramatic Series
Dennis Weaver—"Gunsmoke"—CBS

t Supporting Actress (Continuing Character) in a Dramatic Series
Barbara Hale—"Perry Mason"—CBS

t Supporting Actor (Continuing Character) in a Comedy Series
Tom Poston—"Steve Allen Show"—NBC

t Supporting Actress (Continuing Character) in a Comedy Series
Ann B. Davis—"Bob Cummings Show"—NBC

st Performance by an Actor (Continuing Character) in a Musical or Variety Series
Perry Como—"Perry Como Show"—NBC

Best Performance by an Actress (Continuing Character) in a Musical or Variety Series
Dinah Shore—"Dinah Shore Chevy Show"—NBC

Best Single Performance by an Actor
Fred Astaire—"Evening With Fred Astaire"—NBC

Best Single Performance by an Actress
Julie Harris—"Little Moon of Alban"—NBC

Best News Commentator or Analyst
Edward R. Murrow—CBS

Best Direction of a Single Program of a Dramatic Series (Less Than Hour)
Jack Smight—"Eddie"—Alcoa-Goodyear—NBC

Best Direction of a Single Program of a Dramatic Series (Hour or Longer)
George Schaefer—"Little Moon of Alban"—NBC

Best Direction of a Single Program of a Comedy Series
Peter Tewksbury—"Medal for Margaret"—"Father Knows Best"—NBC

Best Direction of a Single Musical or Variety Program
Bud Yorkin—"Evening With Fred Astaire"—NBC

Best Writing of a Single Program of a Dramatic Series (Less Than Hour)
Alfred Brenner—"Eddie"—NBC

Best Writing of a Single Program of a Dramatic Series (Hour or Longer)
James Costigan—"Little Moon of Alban"—NBC

Best Writing of a Single Program of a Comedy Series
Sam Perrin, George Balzer, Hal Goldman, Al Gordon—"Jack Benny Show"—CBS

Best Writing of a Single Musical or Variety Program
Fred Astaire, Bud Yorkin, Herbert Baker—"Evening With Fred Astaire"—NBC

Best Cinematography for Television
Ellis Carter—"Alphabet Conspiracy"—Bell Telephone Special—NBC

Best Live Camera Work
"Evening With Fred Astaire"—NBC

Best Art Direction in a TV Film
Claudio Guzman — "Bernadette" — Desilu Playhouse—CBS

Best Art Direction in a Live TV Program
Edward Stephenson—"Evening With Fred Astaire"—NBC

Best Editing of a Film for TV
Silvio d'Alisera—"Meet Mr. Lincoln"—Project 20 NBC

Best Musical Contribution to a TV Program
David Rose—"Evening With Fred Astaire"—NBC

Best Choreography for TV
Hermes Pan—"Evening With Fred Astaire"—NBC

Best Engineering or Technical Achievement
Industry-wide improvement of editing of video tape

Best On-The-Spot Coverage of a News Event
The Cuban Revolution—CBS



With the section beginning on this page Motion Picture Daily's TELEVISION TODAY salutes the personalities and the programs that won this year's "EMMY" AWARDS of the Academy of Television Arts and Sciences

• • •

Emmy Telecast Called 'Smooth, Bright Sho

By VINCENT CANBY

WHEN somebody mentions the name of Emmy these days, the conversation usually takes one of two turns:

A debate on last Wednesday night's 11th annual Emmy Awards show, with the two positions being that the NBC-TV telecast was (a) fine, (b) lousy; or

A discussion (usually heated) on the number of categories (42) which members of the National Academy of Television Arts and Sciences voted upon this year.

Show business people like to feel things deeply and react big, no matter what the stimulus. Consequently there are very few moderate opinions to be heard these days on either last week's telecast or the categories issue. That's too bad, but it's inevitable in a business built on drama, pace and conflict. And it's always easier to call something a dreadful bore or smash hit, instead of just good with reservations.

Institutional Ad—Well Handled

In comparatively sober hindsight, the Emmy show was about as good as a commercially sponsored 90-minute program devoted to the bestowal of awards could possibly be. Executive producer Jess Oppenheimer and his producer-directors Barry Shear and Bob Henry smoothly interpolated a large amount of humor and color into what is essentially (let's face it) a long institutional ad. What shouldn't be overlooked, however, is the fact that a long institutional ad is just what most of the televiewing public was psychologically geared to see.

Television is an industry of personalities, some of whom are performers and some of whom are actors and actresses. The big kick out of a show such as the Emmy presentations is seeing these people comparatively off-guard, or, at least, out of professional character. Thus such a show can almost be judged on the number and size of the names on view. And last week's show had them by carload—Jack Benny, Phil Silvers, Richard Nixon, Bob Hope, James Garner, Judith Anderson, Shirley Temple, Dinah Shore, James Haggerty, Art Carney and Robert Young, to name a few.

Some Luminaries Missing

There were, of course, some notable absences, including Steve Allen, Jack Paar, Jackie Gleason, Perry Como, Sid Caesar, Dave Garroway, Mary Martin and Edward R. Murrow. Even so, the show had a number of highspots, about half of which could not have been planned in advance.

The happiest development was the bundle of awards (nine) which went to Fred Astaire and his coworkers on NBC-TV's memorable "An Evening with Fred Astaire." This veteran performer, who had been honored just once by his native Motion Picture Academy (for "raising the standards of all musicals" in 1949), spread his own real joy over the entire evening. "It's a big night for old Dad," he said.

The television Academy could also be proud for having so highly honored (with four Emmys) NBC-TV's Hallmark Hall of Fame presentation, "Little Moon of Alban." "Little Moon" was original TV drama at its best, a very real art form that is completely and distinctively its own. Proudly, too, went Emmys to NBC-TV's Omnibus, CBS-TV's Playhouse 90 and its special news program, "Face of Red China."

Somewhat less dramatic, but equally worthwhile, were the Emmys that went to Jack Benny, Dinah Shore, Perry Como and especially Bob Hope. These people are essentially the vaudeville performers of today. The heritage, the spirit and the vitality are the same, though the taste has vastly improved.

Planning Was Skillful

Who received what and how many awards, of course, was something over which Oppenheimer and crew had no control. This was strictly a matter between the consciences of Academy members and Price Waterhouse. The planned portions of the show, however, were equally good.

The presentation of an Emmy by Elaine May to Mike Nichols (in recognition of "his continuing production of garbage and his unswerving faith in mediocrity") gave the public a hilarious and candid view of TV's recognition of its own foibles. Nichols' acceptance speech was a masterpiece of lightweight parody as he said he would like to acknowledge the help of his director, writers and actors, but he couldn't because he had done it all himself. He also attributed his success to his life's guiding principle—money. Oddly, Chet Huntley's sober "benediction" at the end of the show expressed the same humility in a manner that was a good deal more literary.

The show's opening was neat and effective: the cameras' panning across the Emmy nominees sitting in the New York and Hollywood theatres, stopping here and there to pick up some of their pre-taped, innermost thoughts. Interesting too were the dubbed TV film clips. All in all, it was a smooth, bright show, technically and promotionally.

Lewine Open to Suggestions

Concerning the little matter of categories, Robert Lewine, national vice-president of the Academy, had some pertinent remarks to make at a press conference about 10 days before the telecast. "Anybody who can lick this problem of categories," he said, "is free to send us a postcard. We seem to be damned if we do and damned if we don't. Last year we were criticized when we had fewer categories and ended up with Steve Allen competing against Fulton Sheen, straight dramas against western series."

There are two directions in which the Academy could move, he said, either to reduce the number of awards, which would result in even more absurd competitors, or to increase the number and let equals compete against equals.

Cites '10,000 Programming Hours'

"Just as soon as you have variety in programming," said Lewine, "you have a problem in awards. If you had just six types of programs, you'd have no problem with the awards, but you'd have a pretty dull industry." And, he added flatly, "considering there are 10,000 hours of network programming a year, I don't think that 42 categories are too many."

Lewine did say, however, t Academy is "considering a change for next year," but he and elaborate.

Scholarships Set

Whether or not the change" materializes, the 1960 show will be notable in that mark the start of the A scholarship program. This is two forms, with the Hollywoo ter sponsoring a scholarship "deserving" employee in som performing branch of the i who wants to study TV pro or act at the Pasadena Pla The New York chapter's sch will go to two teachers courses from any college or sity around the country, and in the form of two all-expens trips to New York where th get an intensive three-week trination in actual TV produc

THE ORIGIN OF EMM

WHO is "Emmy"? What is she? This paraphrase of an old ref a timely one, because on May 6, as is years past, more t million viewers watched the annual EMMY Awards of the N Academy of Television Arts and Sciences. What is the Academy—an do its "Emmy" Awards mean?

The Academy exists for one singular purpose, to "Advance the Arts and Sciences of Television"—on as many fronts and with as much energy as possible. One of the ways it has chosen to do this "advancing" is to present annual awards, "Emmys," recognizing the outstanding achievements of producers, directors, writers, actors, camera men, engineers, musicians, newscasters, and the many others whose accomplishments have added to the stature of television.

'Many Things to Many People'

The "Emmy" Awards were 11 years old on May 6. Some of the people who won the coveted statuettes in the early years, when the Academy operated only in Holiywood, have since abandoned TV. Others, like Ed Wynn, who in 1949 was voted the most outstanding personality, have disappeared from home and movie screens, only to return to new greatness. "Emmy" has meant many things to many people. To Art Carney and Carl Reiner, the two "Emmys" each won as best "second bananas" were the diplomas which graduated them to well-deserved stardom. To Sid Caesar, his 1956 "Emmy" as "best comedian," crowning many years of achievement, came a little too late! He was without a show in '57, and hasn't quite found the road back yet.

But the "Emmy" is the television profession's applause for those in its ranks which it deems "best." And though very often professional opinion will agree with public opinion, it disagrees just as often. The reason is that the yardstick for me achievement is a different one.

Actors are usually very crit each other's performances, small part played with great cal skill and emotional impa often receive the vote of oth tors, rather than a showy, su performance. This approach—sionals sizing up the work o fellow professionals, based o special knowledge and experi applies to writers, directors, c men and film editors, designer all of the other skilled memb the TV Academy. This mem is unique in an industry organi in that it covers every walk life.

Three Cities Added

This year the National Acade Television Arts and Sciences h creased its chapters from th founding organizations in Lo geles and New York to five, Baltimore, Chicago and Washi The membership has grown fro than 3000 to more than 400 cause of this broad geographi and increased membership, the emy confined the nominatin voting for this year's "Emmys" own membership. While in years the "Emmy" organization the unions and guilds in TV to entries and nominations, the ing this year, amongst Academy bers only, followed the prefe system long advocated by the known accounting firm of Waterhouse and Company — seers for the "Emmy" voting.

With all my thanks



FRED ASTAIRE

1958

ACADEMY of TELEVISION ARTS and SCIENCES
Eleventh Annual Awards

All of us are so proud and grateful to the

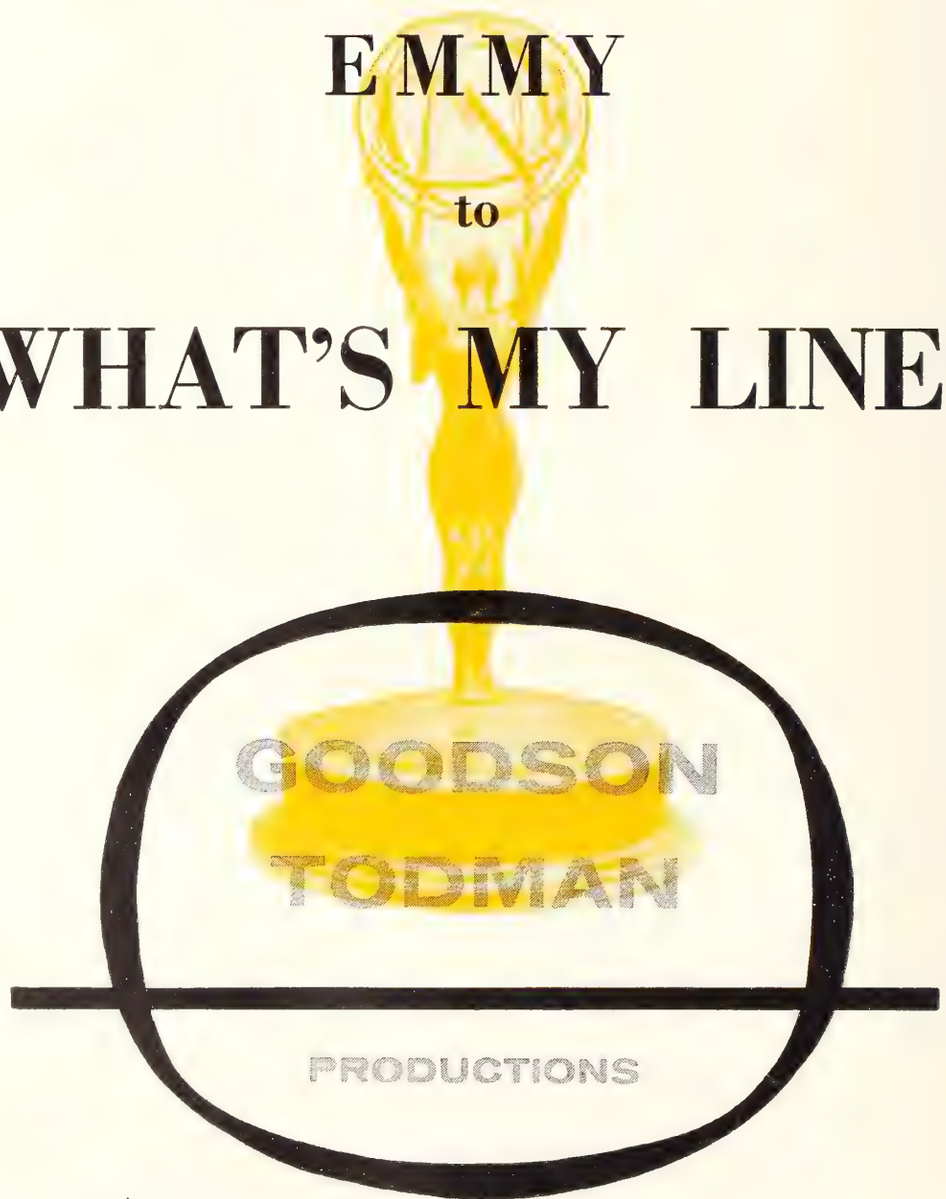
Academy of Television Arts & Sciences

for awarding an

EMMY

to

"WHAT'S MY LINE?"





CREATIVE PROGRAMMING

375 Park Ave. • New York 22, N. Y. • Plaza 1-0600
449 South Beverly Drive • Beverly Hills, Calif. • Crestview 4-7357

Dear Members of the Academy:

I thank you with all my heart.



Sincerely,

Dinah

1958

Best Performance by an Actress in a Musical or Variety Series

(Continuing Character)

Best Musical or Variety Series

"DINAH SHORE CHEVY SHOW"

ACADEMY of TELEVISION ARTS and SCIENCES
Eleventh Annual Awards

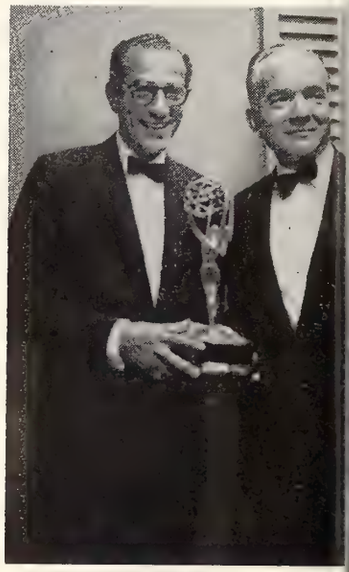
Television's Big Night: Presen



Big winner this year, racking up nine awards, was NBC's "Evening with Fred Astaire" whose star is shown with one of his Emmys at left. Below, in the press tent with Sam Berns (left), Hollywood manager for Quigley Publications, and Jim Bacon of Associated Press. The Astaire acclaim represented a triumph for him since the show marked his television debut.

Highlights of the star-studde annual Emmy Awards show monies for which took place coasts before one of the large audiences ever. Shown here a of the winners with their awards as well as scenes fro of the shows which received







Dennis Weaver (right) receives his Emmy as Best Supporting Actor (Continuing Character) in a Dramatic Series on "Gunsmoke" (CBS) from Robert Young. Young's show, "Father Knows Best" (CBS-NBC) won in two categories.



Named Best Panel Show was "What's My Line" accepted by cers Bill Todman and Mark G (above). Regular panel membe seen on the air at left: Arlene F Ernie Kovacs (guest), John Daly erator), Dorothy Kilgallen, and I Cerf.



"Little Moon of Alban," on NBC's "Hallmark Hall of Fame" was named Best Special Dramatic Program. Star Julie Harris (in scene at right) and director George Schaefer (left) were also cited.

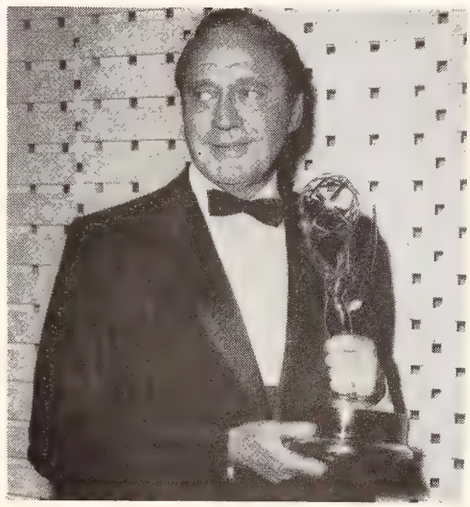


Shari Lewis (below) was name standing Female Personality in awards for the New York area. H gram, "Hi Mom" was also cited.



Emmy Awards for 1958

h Shore (below) with her Emmy Best Performance by an Actress in usical or Variety Series and Jack y (right) with his Emmy for Best in a Leading Role in a Comedy s.





Two New York Winners: Tom Poston (left) cited for Best Supporting Actor in a Comedy Series on the "Steve Allen Show" (NBC) and producer Robert Saudek of "Omnibus," acclaimed as Best Public Service Program.





An array of winners: Bob Hope, who received a special Emmy, Jack Benny; and Barbara Hale and Raymond Burr of the "Perry Mason" show (CBS). Miss Hale was named Best Supporting Actress in a Dramatic Series and Burr, Best Actor in a Leading Role in a Dramatic Series. They are shown on the air below.



orkin with a fistful of Emmys rk on "An Evening with Fred e." He won for Best Direction ingle Musical and Best Writ- a Single Musical. Co-Writers Astaire and Herbert Baker.





View of the audience watching the ceremonies in New York at the Ziegfeld Theatre. Views of the New York and Hollywood theatre groups formed an interesting feature of the Emmy TV show's opening.

MY HEARTFELT APPRECIATION TO THE

MEMBERS OF THE ACADEMY OF TELEVISION

ARTS AND SCIENCES.



RAYMOND BURR

Best Actor In A Leading Role

(Continuing Character)

In A Dramatic Series — Any Length, Live or Film

"PERRY MASON"

1958

ACADEMY of TELEVISION ARTS and SCIENCES

Eleventh Annual Awards

Thanks





Best Actor In A Leading Role In A Comedy Series

(Continuing Character)

Best Comedy Series

"THE JACK BENNY SHOW"

Memories of A Big Television Night

By SAMUEL D. BERNS

HOLLYWOOD, May 11.—As the sun set over Frank Sennes' Moulin Rouge last Wednesday, the echoes of applause were mixed with voices of comment and reactions as most of the Television Academy members, winners and guests made their way across the street to the Palladium following the presentations for some dining, toasting and dancing.

Fred Astaire was the essence of modesty and embarrassment with an armload of Emmys attesting to his achievements in the TV medium. A most rewarding sight for an outstanding hour of entertainment.

Seems strange that Astaire, who has contributed so much of the same talent for 26 years to motion pictures, was never nominated for an award by members of the long established film academy in all that time.

Compared with 'Gigi'

"An Evening With Fred Astaire," making a clean sweep of the awards for every one of its nine nominations, was being labeled the "Gigi" of the Emmys for a similar victory.

Jack Benny's jibe at his writers, who finally won Emmy's favor, and his pixie patter at the podium, aimed at Maverick's competitive time slot, is still fresh in our ears.

Bob Hope showed up for his special award despite doctor's orders.

Bud Yorkin sported the widest grin of satisfaction, achieving Best Direction, etc., for his share of the Astaire show.

Burr All Shook Up

Raymond Burr confessed he was all shook up with the excitement of winning, but contained himself in acknowledging the glad hands of the table-hoppers, in a manner befitting the guise of the "legal eagle" (Burr puts in more hours on his show than anyone else we know devoted to a regular film series).

Dinah Shore never ceases to be amazed at her constant flow of trophies. But she appeared more thrilled by the news that her show was singled out as the Best Musical or Variety series than for her award as the top Female Performer.

There's "Another Evening With Fred Astaire" in store for October; and we'll wager color sets will boast a peak sales month because of the greater enjoyment offered by the lighting and costuming of Astaire's production.

Yates Joining TvAR

Douglas L. Yates will join Television Advertising Representatives, Inc. as an account executive, it was announced by Larry H. Israel, vice-president and general manager. Yates comes to TvAR from CBS Radio Spot Sales, where he has been an account executive since June 1958.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

PREXY Ollie Treyz of ABC-TV may have something in his speech delivered last Thursday at the 50th Journalism Week at the U. of Missouri in Columbia. "Since the broadcasters are dedicated to televise programs that are in the public's interest," said Treyz, "then would it not be advisable to measure the public's likes and dislikes by taking a census?" He also pointed out that the U.S. Census is planning to go into the field next April and questions about TV programming might be added to the questionnaire. . . . At a cocktail party in honor of the Emmy Nominees several days ago, Prexy Robert Lewine anticipated a query from ye fourth estators with the mention of the fact that the Academy of TV Arts & Sciences were keenly aware of the "42 Categories problem." The "Emmy" program, cleverly overcoming the "timing error" of the "Oscar" Awards helmsmen by utilizing the resonant voice of Frank (timekeeper) Gallop, succeeded in avoiding that danger. However, the "Category Problem" still remains and next year's steering committee might do well to reduce the number of categories. . . . Ralph Meeker, who starred in the Broadway stage production of "Picnic," has been CBSigned to star as "John Dillinger," the first video tape pilot of a new teleseries, "The Lawbreakers," which goes into production in New York June 3. John Houseman will produce with scripts by David Davidson. Johnson will sponsor the series on alternating weeks.

☆ ☆ ☆

As a reward for turning in consistently listenable programs nitely from the new International Theatre Bistro on Broadway (midnight-2:30 ayem) the "Bea Kalmus Show" has been signed to a long term contract by WMGM. Bea returned after 7 years during which she emceed radio and nite-club shows in Miami Beach. . . . Hollywood's ardent booster, Dave Epstein, in Gotham to set up possible deal for Frank (Wells Fargo) Gruber's new teleseries, a situation comedy called "Johnny Fletcher!" While here, Dave will open a branch office for his flackery. . . . One of the metropolitan's most popular disk jockeys, the WNTAlented Paul Brenner has joined forces with Actor-Singer-Producer Jerry Wayne to inaugurate North Jersey's first Music Tent at Pinebrook. Teeing off June 19 with the current Broadway click "Li'l Abner," the Brenner-Wayne combo has lined up an imposing sked including "Bells Are Ringing," "The Boy Friend," "Showboat," "Wish You Were Here" and "Silk Stockings." . . . Henny Youngman booked for an additional five "Ed CBSullivan" shows this fall. . . . Jack Rael dickering with an independent producer for a new "Musical Quiz" program to star Patti Page.

TV REVIEW:

Our Lady of Fatima

Family Theatre

The story of the Apparition of Mary the mother of Christ at the little Portuguese village of Fatima in the early 1930s, is pictured in simple but dramatically effective form in this 55-minute film, produced in Spain. An excellent cast handling difficult roles with quiet restraint etches some memorable characters and develops a story that holds the interest throughout.

Especially good are three youngsters to whom the Vision first appears while they are tending flocks in the hills. Their story is rejected as a fanciful tale by families, townspeople and the village priest, but the story gains circulation and with it, believers. It becomes a political issue for an anti-religious faction in the government and stern measures are taken to discredit both the story and its principals.

The children, though apprehended and threatened with torture and death if they do not recant, cannot be intimidated. Their faith wins new believers and on the promised day pilgrims from far and wide converge on Fatima, where the children have been told a sign will be given in return for their devotion. As a heavy rain ends and the sun breaks through, miraculous cures are discerned among the sick and handicapped in the crowd. The apparition itself is shown only from behind or in the form of shafts of light descending from sky to earth, and its speech is through an off-screen voice.

The English dialogue has been dubbed effectively enough not to be distracting and the inspirational story urging men and nations to peace and faith in God loses none of its effectiveness on the TV medium. It has a good musical background.

Distributed by the Family Theatre it is a Catholic Daughters of America presentation. As shown Sunday on station WPIX-TV, New York, cast, director and writer credits were not supplied.

S.K.

Winners in N. Chicago and D

"Emmy" Awards made for ment in the New York area follows:

Best children's or teen-a gram: "Hi Mom," with Shari Jane Palmer and Josie M WRCA-TV.

Best documentary or edu program: "Sunrise Semester," TV.

Best news program: WC coverage of plane crash in t River.

Outstanding male per David Susskind.

Outstanding female per Shari Lewis.

Special station achievement went to WNTA-TV for "Ope and to WCBS-TV for special tional and public service sho

In Washington, the local were:

Best local entertainment p "Sam & Friends"

Best educational program: room 9: Russian, Shorthand,

Best news program: "Th Hour News"—Richard Harkne Ward, Frank Forester, Jim

Best children's or teenage p "Ranger Hal"

Best sports program: Jim

Best television personality Gallaher

Best documentary or discuss gram: "Celebrity Parade" with McCaffrey.

In Chicago, the local awar

Best creator of TV comm "Ex Nihilo"—Fred A. Niles

Best creator of TV com with material elements: Butler

Best performer, TV comm male, Jim Conway

Best performer, TV comm female: Fran Allison

Best performer, TV prograr Norman Ross

Best performer, TV progr male: Fran Allison.

The Los Angeles chapter Academy made no awards t because it is in the midst of a more satisfactory method ing local area awards.

NBC Wins 29 'Emmys'; CBS Gets 14; ABC, 2

Of the 45 "Emmys" awa achievement in 1958, NBC CBS won 14; and ABC, t big winner in the NBC line the much-acclaimed "Eveni Fred Astaire" which accou no less than nine of the awards.

I am deeply grateful

BUD YORKIN



Thanks Jack for staying younger than our jokes

SAM PERRIN
HAL GOLDMAN

GEORGE BALZER
AL GORDON

Best Writing of a Single Program of a Comedy Series

"THE JACK BENNY SHOW"

With Sincere Thanks

TOM POSTON

•

Best Supporting Actor

In A Comedy Series

•

Heartfelt Gratitude To

Steve Allen

And Everyone Connected With The Show

To the members of the Academy of TV Arts an Sciences and the many others who made this po sible, thanks—and thanks again.



SHARI LEWIS

1959—New York Outstanding Female Personali
1959—New York Oustanding Children's Progra
1958—New York Outstanding Female Personali
1958—New York Outstanding Children's Progra

Have A Happy—

Carol Reed

Television Today

a regular department of

MOTION PICTURE DAILY

A Quigley Publicatio

• • •

Television Almanac

the What's-What of the Televisio business . . . and Who's-Who of th Television and Motion Picture Indus tries.

A Quigley Publicatio

e Soldiers' Bow or Shreveport

Special to THE DAILY

ORLEANS, May 11.—The emiere of the John-Lee Mahin Rackin production, "The ldiers," will be held June 17 hount Gulf's Strand Theatre eport, La., United Artists dis- of the film announced here. , lensed on location in sev- ions of Louisiana and Mis- will open at the Saenger here and other major thea- y Southern cities on June 18.

ıan Heads Music '0th-Fox TV

Special to THE DAILY

LYWOOD, May 11. — Lionel has been named general rector for 20th Century-Fox n.

an, member of 20th-Fox mu- tment for the past 19 years, p from his post of assistant r and supervisor, to take f all music for the company's ıization.

g at 'Jane' Bow

ON, May 11.—Jean Seberg ace the ailing Doris Day at night's world premiere of ened to Jane" at the Astor here. Miss Day took ill on her e from Cincinnati and was return to Hollywood.

the notables expected to at- premiere, which will bene- rancis de Sales Church, are Foster Furcolo, Mayor John nd Richard Cardinal Cush- ert S. Ferguson, national di- advertising, publicity and on, will represent Columbia

'orgy' for Detroit

l Goldwyn's production of nd Bess" has been booked Mercury Theatre in Detroit arly fall premiere. The film uled to open between Sept. October 10.

ction

r the Stanley Warner Palace n Philadelphia nor their New heatre is involved in any way Trio Amusement Company's takeover of a Philadelphia that name, Everett C. Cal- S-W said yesterday. The re- hich does not identify the a S-W theatre, was pub- a Motion Picture Daily on

'U' Foreign Sales High

(*Continued from page* 1)

visited all the major Universal markets around the world.

The most amazing fact about the success of the overseas sales drive, he said, was that it was achieved without the aid of Universal's most recent and current "blockbusters," namely, "The Perfect Furlough" and "Imitation of Life." The drive included such films as "Raw Wind in Eden," "A Time to Love and A Time to Die" and "Horror of Dracula."

For the first time, said Aboaf, Universal's foreign market is contributing a slightly larger percentage of the company's total business than the domestic market. "Of course," he said, "we would prefer that our domestic market contributed the larger percentage. However, most of the revenues earned overseas now are convertible into dollars which was not the case several years back."

In the course of the 18-week sales drive, he continued, all-time sales records were set in eight territories: Belgium, Burma, Brazil, France, Germany, Holland, Indonesia and Japan.

There do remain some soft spots in the world market though. As described by Aboaf these include England and Australia, because of the competition from television; Germany, where there is stiff competition from local product; and Mexico, because of the "ridiculously low" admission prices fixed by government decree.

Apropos of the Mexican situation he interjected: "They'll never see 'Spartacus' at a 35-cent admission price. Right now we're debating whether or not we'll release 'Imitation of Life' there."

Rackmil, Vivian Blaine Are Married Here

Milton R. Rackmil, president of Decca Records and Universal Pictures and actress Vivian Blaine were married here Saturday in a ceremony performed by Supreme Court Justice Henry Clay Greenberg. The ceremony took place at the apartment of Mr. & Mrs. Henry Cohn, of Sutton Place.

Tennessee Tax

(*Continued from page* 1)

gross receipts privilege tax in like amount has been repealed by this chapter (Chapter 128, Public Acts of 1959)," Gilbreath said.

The statute also states: "There shall be credited against the tax hereby imposed any taxes paid by theatres. motion picture shows or vaudeville shows under the Franchise Tax Law and under the Excise Tax Law. Such credit shall be taken by the taxpayer in the succeeding monthly reports following the payment of the Franchise and excise tax until such credit is exhausted."

Rumley Dares

(*Continued from page* 1)

but was closed by county police after about twenty minutes.

The Fox was the only theatre in the Spartanburg area to continue its open defiance of the blue law, and Rumley was again taken to county jail and booked, then released on bond.

The police crackdown on blue law violators also resulted in the arrest of operators of a riding academy.

Cartoons Scarce

(*Continued from page* 1)

leasing of as many prints as an account can use for a year, to be played as many times in as many theatres as it wishes. One subject will be sold at a flat price each month on this basis. Some officials of other short subjects distributing companies recently expressed concern that with extended time being given to most programs by circuits, some theatres could have the bulk of their yearly supporting film requirements supplied through the UPA plan, removing them from the market as customers for other shorts.

"There is plenty of room for everyone who has cartoons," Haines said yesterday. "They're getting very scarce."

Haines, in New York in the course of a cross-country tour to discuss the new plan with exhibitors, leaves for Dallas today.

Elect Landau

(*Continued from page* 1)

National Telefilm Associates, Inc., a recently acquired subsidiary of National Theatres, Inc. Leve will continue as vice-president of theatre operations for National Theatres Amusement Corporation, also a subsidiary of National Theatres, Inc.

Walter Vincent Dies

(*Continued from page* 1)

the Vincent-Wilmer circuit, which extended as far south as Virginia. Vincent was chairman of the board of the theatre company, and later served in the same capacity with Republic Pictures.

NBC and U. A.

(*Continued from page* 1)

terday at a unique tradepress conference here conducted by UATV president Herb Golden, with executive vice-president Bruce Eells participating by telephone from Hollywood.

Eells said that NBC is "enormously impressed" with the idea of "United Artists Playhouse," which calls for participation of a good portion of UA's 60-odd theatrical producers. Both Golden and Eells reported that NBC would like to sign for a minimum of 13 hour-long programs, although UA has almost convinced the TV network that a number like 26 or even 39 programs would be more practical, since it would allow more of UA's producers to participate.

Eells said that UATV can have the first programs in the series ready by October once NBC signs. The range of budgets for each program was put at between $100,000 and $150,000.

Disney's Net

(*Continued from page* 1)

$920,000, Paul L. Pease, treasurer, reported today.

The corresponding period ended March 29, 1958, showed net profit of $1,633,250, equal to $1.06 on the 1,537,054 shares then outstanding, after tax provision of $1,442,000.

The timing of new feature picture releases accounts for much of the difference in earnings. Revenue from recent releases will be much larger during the last half of the current fiscal year. Total gross income for the six months was $23,430,211, compared with $22,499,750 a year ago. Both periods include the figures of Disneyland Park, which is 65.52 per cent owned.

Film rentals income led with $8,493,092, up from $7,707,280 for the corresponding period last year. Television income was $7,626,370, against $7,886,027; amusement park income, $4,378,015, against $3,876,686, and other income $2,932,734, against $3,029,757.

MBC Quarter

(*Continued from page* 1)

ported to exceed $500,000. Elected yesterday were the following directors: Lloyd M. Bauman, Armand G. Erpf, Thomas T. Goldsmith, Jr., Robert C. Jones, John W. Kluge, Warren H. Lasher, J. Lincoln Morris and Percy M. Stewart. Ruth H. Axe was elected to succeed Richard D. Buckley as a director. Buckley has also resigned as a vice-president of the company.

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THE LORETTA YOUNG SHOW

RAYMOND BURR

Best Actor in a Leading Role
(Continuing Character)
In A Dramatic Series—
Any Length, Live or Film
"PERRY MASON"

BARBARA HALE

Best Supporting Actress
(Continuing Character)
In A Dramatic Series—
Any Length, Live or Film
"PERRY MASON"

SAM PERRIN, GEORGE BALZER, HAL GOLDMAN, AL GORDON

Best Writing of a Single Program of a Comedy Series
Jack Benny Show (with Ernie Kovacs)

CLAUDIO GUZMAN

Best Art Direction in a TV Film
"BERNADETTE"
Westinghouse-Desilu Playhouse

DENNIS WEAVER

Best Supporting Actor in a Dramatic Series
"GUNSMOKE"

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Eleventh Annual Awards

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MOTION PICTURE DAILY

Concise and to the Point

, NO. 91 NEW YORK, U.S.A., WEDNESDAY, MAY 13, 1959 TEN CENTS

n Statement

E Hopeful Better Era Industry

Vide Area Open to Efforts with MPA

that tomorrow's meeting be- ommittees of the American of Exhibitors and the Mo- ure As- may begin- of a d con- era in r - ex- rela- as ex- yester- Si H. nation- nan of ; well nan of erence e which will participate in

(Continued on page 4)



S. H. Fabian

' Stock Not Sold; ep. Changes Seen

will be no change of top f Republic Pictures at the meeting of the company's directors scheduled for today ribed by a company spokes- erday as "routine." usly, it had been widely re- iat H. J. Yates, who is be- be about to sell his con-

(Continued on page 4)

tain States Assn. s Krier President

Special to THE DAILY

LAKE CITY, May 12.—John , vice-president of Inter- Theatres, Inc., was elected of the Mountain States Association, at its meeting ay. The other officers also

(Continued on page 4)

SION TODAY—page 5

Set New Compo Program Today

More than 50 leaders of all branches of the motion picture industry are expected at the spring meeting of the executve committee of the Council of Motion Picture Organizations at the Park Sheraton Hotel here today. Abe Montague, representative of the Motion Picture Ass'n. on the Compo governing committee, is expected to preside.

Scheduled for discussion is a report by the governing committee on a pro-

(Continued on page 3)

Skouras Addresses C.E.A. Convention

International Union Of Exhibitors Urged

Would Join English-Speaking Theatre Owners in Fight Against Pay Television

By WILLIAM PAY

BRIGHTON, England, May 12.—British theatre owners attending the annual Cinematograph Exhibitors Assn. convention here today were urged by Spyros P. Skouras, 20th Century-Fox president, an invited speaker, to unite in an exchange of views with exhibitors throughout the entire English - speaking world.

He declared himself ready to arrange a get - together between CEA and the newly formed American Congress of Exhibitors, which was formed at his instigation, to ensure protection against pay TV,

(Continued on page 4)



Spyros P. Skouras

Wald Scores Youngstein on Academy Show Criticism; Attacks UA on Stars

By WARREN G. HARRIS

An attack on companies and individuals "who do nothing to further the interests of the motion picture industry as a whole" was launched by producer Jerry Wald at a trade press conference in the St. Regis Hotel here yesterday.

Wald's particular target was United Artists, which, he said, "is taking the cream off the bottle of milk" and "living in another world." The company, and Max Youngstein in particular, are constantly berating the Motion Picture Association of America and its Code and any other industry attempts at self-betterment, Wald said.

The 20th Century-Fox producer was especially incensed at a report that Youngstein said the Academy

(Continued on page 2)

Youngstein Answers Wald

Max E. Youngstein, United Artists vice-president, took sharp exception to Jerry Wald's attack on him and the company yesterday, agreeing only with the 20th Century-Fox producer that the recent Academy Awards telecast

(Continued on page 2)

REVIEW:

Ask Any Girl

Euterpe—MGM—CinemaScope

SAUCY, SCINTILLATING, studded with double entendre and presenting in a brightly polished frame the solid talents of David Niven, Shirley MacLaine and Gig Young, this romantic comedy from the hand of Joe Pasternak is in the mood for love and the summertime box office. To the everlasting theme of the female baiting the marriage trap for the ever wary male it adds a gay and satirical spoof of Madison Avenue's latest love, motivation research, and the result, combined with Miss MacLaine's elfin approach to protecting a girl's honor in wicked New York, is uproarious.

Supporting the three leads are Rod Taylor as the engaging wolf, Jim

(Continued on page 5)

TOA to Stage Its Own Trade Show for 5 Years

The Theatre Owners of America will stage its own trade show and annual convention for the five years commencing in 1960, George G. Kerasotes, TOA president, has announced. Kerasotes said arrangements had been completed for 1960,

(Continued on page 3)

Africa Is Big Potential Film Market: Johnston

Africa is called "one of the greatest remaining opportunities for a dramatic expansion in the market for motion pictures" by Eric Johnston, president of the Motion Picture Export Ass'n., in the first of a series of special studies aimed at further development of new potential markets for American films abroad. The report, which is in the form of a letter to presidents and foreign managers of

(Continued on page 5)

PERSONAL MENTION

SIDNEY G. DENEAU, Paramount distribution vice-president, left New York yesterday for Minneapolis, where tomorrow and Friday he will conduct the company's "Summer Box-office Festival."

•

MRS. SPYROS P. SKOURAS will return to New York from London tomorrow via B.O.A.C.

•

JAMES GILLAND, of Stewart & Everett Theatres, Charlotte, has left there for Atlanta.

•

GRAHAM WAHN, of the Warner Brothers publicity department, has returned to New York from Washington.

•

MONTGOMERY CLIFT will arrive in London today from New York.

•

LAWRENCE TERRELL, Paramount branch manager in Charlotte was in Atlanta from there.

•

CHARLES SCHNEER, producer, will arrive in New York today enroute to London.

•

ERNEST ANDERSON, publicist, will leave New York today for London via B.O.A.C.

•

CAROL REED, producer-director, and ALEC GUINNESS will arrive in New York today from Havana, enroute to London.

Lipton to Address V.C.

HOLLYWOOD, May 12. — David A. Lipton, Universal Pictures vice-president, will be guest speaker at the general membership meeting of the Variety Club of Southern California, Tent No. 25, Wednesday evening. He will talk on "What's 'Right' about Motion Picture Advertising."

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Wald Scores Youngstein

(*Continued from page 1*)

Awards telecast could have been done in 15 minutes rather than the two hours it did take. While Youngstein reportedly said that the industry sponsored telecast did nothing of benefit to the industry, Wald disagreed, pointing out the Oscar ceremonies "are the greatest public relations arm this industry will ever have." He added that the Academy Awards "are a news event and should be treated as a news event."

Wald pointed to the "tremendous" press coverage accorded the event, which he said hit the front page of "every paper in the world." People were "talking pictures" for days afterward, he said, adding that TV ratings were so high that a major network has offered the Motion Picture Academy of Arts and Sciences $1,000,000 for the right to present next year's telecast on a sustaining basis.

Recalls Awkward Ending

Apologizing for the awkward final 15 minutes of the Oscar telecast, Wald, who produced the show, said that "somebody forgot to press a button." It was reported that Eddie Albert was posed before a TV camera ready to present a wrap-up of the ceremonies and commentary on past presentations, but that the signal was never given to commence. Wald blamed this failure on an inability to communicate with the control booth because of union restrictions.

Stressing his strong conviction that new faces are "the only salvation of the picture business," Wald also singled out United Artists for an alleged failure to develop young talent. Whereas 20th-Fox, MGM, Warner Bros. and other companies are constantly developing new personalities, Wald said, "can you name me one star UA has built up?" The producer pointed out that in his own pictures, he tries to put at least one new player in an important role, although he often ends up by placing three or four. His "The Best of Everything," for example, which begins location work here today, will feature Suzy Parker, Stephen Boyd, Hope Lange, Martha Hyer and Diane Baker.

'No Shortage of Talent'

United Artists apart, Wald said, other companies pour back money from their profits to develop new personalities. 20th-Fox, for example, can cast almost any picture completely from the stockpile of new faces it has developed, he pointed out. "There is no shortage of talent in Hollywood," the producer said, "only the shortage of talent to recognize talent."

"People the world over are curious about new personalities," Wald continued. "Unless filmmakers follow the pattern of developing new people, there will be no one around in a few years." He said it takes a period of from two to five years to build a new player into a star.

Reply to W

(*Continued from page*

was "a singular public relations

"It's the way in which th was presented that I obje Youngstein said. Denying that commented that the show cou been done better in 15 minu UA executive did say that he could have been completed in or even an hour and a half. T 15 minutes were "inexc Youngstein commented, refu accept Wald's explanation that body forgot to press a button." in the audience in Hollywo that was not the case," You said.

Favors Mentioning Produ

The fact that the telecast f no plugs for upcoming produ was scored by Youngstein: I that the event was an opportu the industry to "put its best f ward," what with the number in attendance, but that the advantage of it wasn't taken.

Youngstein blamed Wald's at him and United Artists on p differences. He said that as rece seven or eight months ago, W tried to talk a deal with UA b negotiations got nowhere. "H to cry the blues," Youngstein s

"When it comes to talking Fox and its policies," Youngste tinued, "I would prefer to li Spyros Skouras. As for 'taki cream off the bottle of milk', if doing that—which I don't co the only reason is because Jerry get there first."

Points to Talent Develop

Youngstein feels that it is the responsibility of its independe ducers, and not UA itself, to new talent. "But you didn't hea criticizing Hecht-Hill-Lancast some of our other producers did Youngstein asked, while citing S Kubrick, Sidney Lumet, Ernest nine and Johnny Nash as creati acting talent recently dev through UA releases.

Youngstein also attacked statement that every compan UA pours its profits into deve new stars. He said Wald uses only because he can't get "t names."

"No company since I've been has been pouring more money earnings received from theatre new product than we have," Y stein said.

Matsoukas to Agency; Heads Own Department

Nicholas J. Matsoukas announced yesterday he is joining Seklemian, Phillips & North, Inc., where he will head his own department in creative advertising and special public relations campaigns.

For the past four years Matsoukas was with Magna Theatre Corp. as national director of advertising, publicity and exploitation for road show engagements of "Oklahoma" and "South Pacific" in Todd-AO. Prior to that he was with Skouras Theatres.

Hughes Is Sued on Film Distribution

Colorama Features, Inc., has filed suit in New York Supreme Court against Hughes Productions charging breach of contract in an alleged agreement made by Hughes to distribute a feature film called "Forbidden Paradise" or to arrange for its distribution through some other company. Named in the suit are Howard Hughes and Greg Bautzer, Hollywood attorney.

Colorama, which is headed by Jules Weill and Carroll Puciato, asks damages of $1,000,000 and seeks returns of stills and two positive prints which it states that Hughes has kept in its possession.

500 Exhibitors Attend UA Birthday Parties

More than 500 leading independent exhibitors, circuit heads and film buyers are helping United Artists to celebrate its 40th anniversary at branch parties and special screenings in Milwaukee, Pittsburgh, Jacksonville, San Francisco, Los Angeles, Detroit, Salt Lake City, Denver, Philadelphia, Boston, Indianapolis and Winnipeg.

Part of UA's year-long celebration, the parties at the 12 exchanges commemorating the company's 40th year, are being hosted by the following UA branch managers: J. M. Imhof, Milwaukee; John A. Zomnir, Pittsburgh; Byron Adams, Jacksonville; C. Frank Harris, San Francisco; W. B. Pollard, Los Angeles; S. J. Bowman, Detroit; W. W. McKendrick, Salt Lake City; M. R. Austin, Denver; Al Glaubinger, Philadelphia; Harry Segal, Boston; Ross Williams, Indianapolis, and Abe Feinstein, Winnipeg.

No Steele Successor

The office of chairman of the of Pepsi-Cola Co. has been disc ued with the death of Alfred S Herbert L. Barnet, who has president of the firm, has been r chief executive officer and will side at meetings of the board rectors.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News E Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club. ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

PEOPLE

lice Livingston has been en- to handle special publicity and ion on the new French film, Mirror Has Two Faces" ntinental Distributing, Inc., States distributors of the pic- which stars **Michele Morgan** urvil.

□

ard Ray Downes has been chief story editor of United Television, Inc. Downes will over-all supervision of the preparation for the five televi- ries U.A. Television now has duction. He also will make nary evaluation of the numer- perties submitted to the tele- company.

to Stage

(Continued from page 1)

nd 1962, and commitments or 1963 and 1964. Locations latter two years will be sub- to TOA's board of directors ecutive committee for appro-

will stage its trade show in tion with the National Asso- of Concessionaires at the Ho- rman in Chicago on Nov. 8 12, this Fall, Kerasotes said. ter, he declared, TOA will alone, moving its annual and trade show to a different the country each year, in o make it available to the number of theatre owners de show exhibitors.

1960 convention and trade ill be at the Ambassador Hotel Angeles, Sept. 11 to 17 inclu- 1961, in the week starting TOA will be at the Roosevelt n New Orleans. In the Fall of OA will go to Miami.

gements for 1963 and 1964 een completed, he said, but submitted to the directors and e committeemen before an- nent of location is made.

rtesy' Short in and, Says Mack

Special to THE DAILY

AGO, May 12.—Leaders in bition industry are becoming gly aware of the need for nployee training, according to Trailer Company head, Irv- k.

cites the fact that the recently live-action training film, y Is Contagious," is even demand now than when it was duced.

obvious," said Mack, "that s are looking for tools like y Is Contagious' with which nstrate correct on-the-job pro- for their theatre personnel. e more conscious than ever rtesy and service are the qual- t make patrons want to re- ir theatres."

'Young' Stars' Troupe In Springfield Today

Special to THE DAILY

SPRINGFIELD, Ill., May 12.—The members of the coast-to-coast Hollywood goodwill mission enroute to the world premiere of "The Young Philadelphians" will lay a wreath at the base of the Abraham Lincoln statue here tomorrow after being welcomed to the state capital by Governor William G. Stratton and Mayor Lester E. Collins. The Hollywood troupe also will visit Bloomington and Joliet, Ill., tomorrow arriving at evening in Chicago, where the group will remain all day Thursday.

The young Hollywoodians have created much excitement in every city in which they have stopped since leaving the film capital by Greyhound Scenicruiser last Wednesday. They are collecting many gifts for Mayor Richardson Dilworth of Philadelphia, honorary chairman of the world premiere committee for "The Young Philadelphians," which will open May 19 at Stanley Theatre, Philadelphia.

A. O. Gibson, Dipson Executive, Dies at 54

Special to THE DAILY

BUFFALO, N. Y., May 12. — Funeral services were held here today for Andrew A. Gibson, 54, secretary-treasurer of Dipson Theatres, Inc., who was found dead in his auto in Eggertsville, Saturday, as he was on his way to a meeting in his office in Batavia, headquarters of the Dipson circuit. Gibson was in charge of booking for the circuit.

Medical Examiner James F. Benedict issued a certificate of death due to natural causes.

Gibson joined the Dipson circuit in 1926 and worked in Pennsylvania and West Virginia before coming to Buffalo in 1940.

Cancer Film Is Shown In Over 500 Theatres

"Time and Two Women," an American Cancer Society film introducing a unique health program for women, has been shown in more than 500 motion picture theatres over the country reaching an audience of more than 1,000,000 women during the first year of its use in cancer education, according to the American Cancer Society. The large number of "open showings" for a health film was accomplished through the cooperation of the theatres, operators' unions and newspapers in each area where the film was shown.

William Wright

CLEVELAND, O., May 12.—William Wright, who at one time was vice-president and general manager of the Kalem Co. and who produced pictures for the old Vitagraph Co., died in Lakeside Hospital. His most recent producing venture was a series of documentaries distributed by the Yale University Press. Surviving is his wife, Louise.

Program for Alabama, Georgia Groups Meeting

Special to THE DAILY

ATLANTA, May 12. — Complete program for the one-day meeting of the Alabama and Georgia Theatre Owners to take place here May 20 is as follows:

12:30 P.M.—luncheon with Susan Hayward as guest, J. H. Thompson, president of Georgia Theatre Owners, master of ceremonies. Speakers will include Ernest Vandiver, governor of the State of Georgia and William B. Hartsfield, mayor of Atlanta.

2:00 P.M.—business session with R. M. Kennedy, president, Alabama Theatre Owners, and C. L. Patrick, Martin Theatres. Main speaker will be George Kerasotes, national president of Theatre Owners of America.

2:30 P.M.—talks by Dave Garvin, Wilby-Kincey Theatres; Jimmy Gaylord, Alabama drive-in owner; Ronnie Otwell, publicity director, Martin Theatres.

6:15 P.M.—cocktail party given by Motion Picture Advertising Service, New Orleans.

7:00 P.M.—buffet dinner with the Coca-Cola Company as host.

Paramount 'Festival' Has Opening at Dallas

Special to THE DAILY

DALLAS, May 12.—Paramount's three-day "Summer Boxoffice Festival" for exhibitors, film buyers and bookers opened tonight at the Palace Theatre here with "The Five Pennies." Danny Kaye joined "Festival" host George Weltner, Paramount Pictures vice-president in charge of world sales, and other executives of the company in greeting the theatremen guests in the Palace lobby. Kaye stars in the picture.

The Palace tomorrow will have a "Festival" showing of Hal Wallis' "Last Train from Gun Hill," and the Majestic Theatre Thursday will be the exhibitors' gathering place for viewing Wallis' Jerry Lewis comedy, "Don't Give Up the Ship."

'Capone' Grosses Grow

Allied Artists' "Al Capone" continues to rack up smash grosses in its key city dates, the company said yesterday. Latest figures from Chicago show that the Cinestage Theatre has taken in $26,788 in the first four days; the Fox in St. Louis, $9,775 in the first three days; the Warner in Milwaukee, $10,476 in the first three days; the Stanton in Philadelphia, $19,404 for the first five days; the Orpheum in Omaha, $6,700 in three days; State in Minneapolis, $3,740 on opening day.

Form Oklahoma Firm

OKLAHOMA CITY, May 12.—Delman Theatre Corp. of this city has been granted a charter by the Secretary of State. Incorporators are Thelma Wardlow, Robert Strauss and Irving L. Goldberg, all of Dallas. Authorized capital stock is $10,000.

All MMPTA Members Pay Dues to COMPO

Payment of COMPO dues by all members of the Metropolitan Motion Picture Theatres Association was announced yesterday by Charles E. McCarthy, COMPO information director.

The action represents dues payments by more than 200 theatre members of the Association in the Metropolitan New York area.

Compo Meet

(Continued from page 1)

posed new consultant contract with Robert W. Coyne, former Compo special counsel, who resigned late last year to become president of the Distilled Spirits Institute in Washington.

The governing committee also will report on the execution to date of projects assigned to Compo's handling by representatives of the American Congress of Exhibitors' executive committee last January.

There will also be a report on the censorship situation, and Ben Marcus, representative of national Allied on the governing committee, is expected to offer a plan for regional or local use of material prepared for the industry's abandoned business building campaign.

In addition, there is scheduled a discussion of a proposal made by exhibitors that Compo support a bill now before Congress making mandatory a nation-wide use of standard time throughout the year.

Herman Robbins, Compo treasurer, will report and Compo's annual budget will be up for approval.

Off-Amusement-Page Ads for Col. 'Night'

Off-the-amusement page ads announcing that Columbia's "Middle of the Night" is being shown tonight at the Cannes Film Festival as the official U.S. entry are appearing today in all the major newspapers in New York and Los Angeles. The ads call attention to the forthcoming premiere engagements of the picture in the two cities.

Ads are appearing in the "Daily News," the "Herald Tribune," the "Mirror," the "Times," the "Journal-American," the "Post" and the "World-Telegram and Sun" in New York and the "Examiner," "Herald-Express," "Mirror-News" and "Times" in Los Angeles.

Six More Join TOA

Six theatres, five in California, and one in Florida have been enrolled in Theatre Owners of America, TOA's New York headquarters announced. Evert R. Cummings of Downey, Cal., brought his Meralta and Avenue Theatres in Downey, Norwalk in Norwalk, and Ridge and Crest Drive-Ins in Ridecrest, into TOA. In Florida, the Clervue Drive-In Theatre of Clermont has been enrolled in TOA by the Lake-Clervue Theatres Co.

ACE Hopeful

(*Continued from page* 1)

the meeting at MPAA's New York offices tomorrow afternoon.

The purpose of the ACE negotiating committee, Fabian said, is "to reduce tensions and promote reciprocal understanding."

Sees 'Area of Common Interest'

Perhaps in answer to earlier disclosures that the MPAA committee is not authorized to make commitments of any kind and that most member company attorneys frown on any discussion of trade practices or other competitive policies or activities in joint conferences, Fabian said "There is a very wide area of common interest where we can act together for the preservation of the industry."

While he does not look for any "miracles" from a single conference, he said, much practical good will be achieved if the conferees emerge from tomorrow's meeting "with mutual confidence that we can work out some cooperation in individual items."

Fabian's statement follows in full.

"We are going into the meeting on Thursday with members of the Motion Picture Association hopeful that it may be the beginning of a new and constructive era in distributor-exhibitor relations.

Calls Meeting Unique

"This meeting is unique on two counts. It is the first time the Motion Picture Association has ever appointed a distributor-exhibitor relations committee. And while a meeting on distributor - exhibitor relations has been on the agenda of national exhibitor organizations for many years, it was not until the formation of ACE late last year, that exhibition achieved the over-all unity which now makes such a meeting possible.

"It will be our purpose to reduce tensions and promote reciprocal understanding. We are not interested in mutual extinction but in mutual salvation. There is a very wide area of common interest where we can act together for the preservation of the industry.

"We have been very vocal about our own troubles as exhibitors and justly so—but all is not caviar and champagne for distributors. They are engaged in agonizing re-appraisals—and tempted by policies of desperation—as we are.

Seeks Mutual Confidence

"In view of the prevailing atmosphere and the complexity of reaching agreement to go forward on some kind of a program—I do not look for any miracles from a single conference. But if we can come out of Thursday's meeting with mutual confidence that we can work out some cooperation in individual items—then I believe much practical good will be achieved."

Serving on the ACE committee with Fabian are: George Kerasotes, Horace Adams, Harry Brandt, Sol A. Schwartz and William Forman. Committee members will meet here today to complete plans for presentation of their views at tomorrow's session.

Six on Committee

On the MPAA committee are: Eric Johnston, chairman; Spyros Skouras, Arthur Krim and Abe Montague, co-chairmen; John B. Byrne and Adolph Schimel.

Ralph Hetzel, MPAA vice-president, is coordinator.

REVIEW:

Hercules

Embassy—Warner Bros.

THIS EASTMAN COLORFUL fable of one of history's greatest strongmen should carry a lot of weight at the nation's boxoffices. Not since Samson has a screen hero dared such deeds as throttling a lion with his bare hands, confronting a stampeding bull or tearing down the better part of a pillared palace. But Hercules does these and more, making this Joseph E. Levine presentation a sure exploitation bet for summer patronage.

Expertly dubbed, "Hercules" was produced in Italy, but has universal appeal. All the ingredients of mass entertainment, including lavish and exotic backgrounds, violent battle scenes and uncountable extras, are here, together with a commendable show of good taste, which never allows some of the racier moments to get out of hand.

Steve Reeves, a former "Mr. America," "Mr. World" and "Mr. Universe," is the legendary hero, and his physical equipment is so extraordinary that audiences will be wondering if he himself is not capable of many of the feats depicted. He goes through the paces of the Pietro Francisci, Ennio De Concini and Gaio Frattini screenplay in fine style, proving himself to be a capable actor as well as superior athlete.

The story of "Hercules" is episodic and a little talky at times but it serves as a suitable framework for the big action sequences. Basically, it is a rather straightforward telling of Jason's search for the Golden Fleece, for centuries a favorite myth. Together with Jason, Hercules and his followers go through a series of strange adventures, including encounters with some beautiful but deadly Amazons and a tribe of aborigines who are perhaps the ugliest creatures to reach the screen in many a moon. For good measure, there is also an exciting battle between Jason and a dragon which guards the Golden Fleece.

All these sequences are highly exploitable, even though many of them have been done before. Together with the hero himself, they are the Dyaliscope production's chief selling point, for there is no one in the large cast of supporting players who will be familiar to American audiences. Leading parts are filled by Silva Koscina, Fabrizio Mioni as Jason, Ivo Garrani, Arturo Dominici and Mimmo Palmara.

Produced by Federico Teti, "Hercules" is handsomely mounted and costumed, and obviously cost a lot of lira. It was directed by Pietro Francisci.

Running time, 107 minutes. General classification. Release, July 25.

WARREN G. HARRIS

Yates Stock

(*Continued from page* 1)

trolling stock interest to Victor M. Carter, Los Angeles realtor, would be elected chairman of the board, making way for Carter to succeed him as president.

No Sale Completed

However, yesterday it was stated that no sale of Yates' stock has been consummated and there could be no changes in officers for at least 60 days. It was stated that if and when Yates sells his controlling interest in Republic he will immediately schedule a press conference to announce the fact officially.

Fourth Sidney Picture Set on Columbia Slate

From THE DAILY Bureau

HOLLYWOOD, May 12. — George Sidney will produce and direct "Return Fare," a new novel by Jean Kolar, with the film scheduled to be made in Africa for Columbia release.

"Return Fare" is the fourth film added to George Sidney's schedule for Columbia which already includes "Who Was That Lady" (in association with Norman Krasna) "Pepe" (in association with Jacques Relman), and "Here Come the Brides" (in association with Roger Edens).

Mountain States

(*Continued from page* 1)

chosen were Eric Peterson, first vice-president; John Denman, second vice-president; Charles Acona, secretary; Jay Christensen, treasurer, and Virgit O'Dell and Glen Yergensen, directors.

George Roscoe, director of exhibitor relations for Theatre Owners of America, delivered an address at the meeting.

Skouras Urg

(*Continued from page* 1

saying that he believes pay not curbed, could sound the knell of theatres everywhere.

He commended British i members on the statesmanship led to the formation of FIDO Industry Defense Organizatio which, he said, in his view the salvation of British exhibit stands as a "bulwark for the i throughout the English-sp world."

Lauds 'Weapon of Vigila

"FIDO is an all-powerful of vigilance," Skouras said organization formed here t British film backlogs from hon vision.

He said he wished Americ hibitors had had the wisdom a similar step and said he b had they done so, conditions American industry today would to 40 per cent better than no

"Don't cut back on FIDO tions," he told his exhibitor au "If anything, increase its acti

He counselled the British tors also to take a bigger shar ever of American productio thereby ensure their having a deciding its future patterns an ing to counter those financial ests which, he said, have that the "existing major con are better off dead than alive."

Urges Cost Reductions

The 20th-Fox president e on the subject of the urgency ducing production costs, of d ing new talent and modernizi industry's advertising practice

He received an ovation at th of his talk and was praised f stand for the entire industry.

However, in a question-a swer period which followed, pressed by exhibitors on suc jects as curtailed production a lease schedules, delayed av ties and the increasing num specially sold pictures. Skour creetly eluded cross-examinat attributing most of the curren developments to the dictation lic taste which, he said, clea sists upon "costly" pictures wh quire extended runs. Such p he added, are vitally necess stimulate and maintain public est in the industry as a whole.

Carreras Report Heard

James Carreras reported on cent visit to America at the forum today, saying American tors had urged him to contin duction in the Hammer formu appealed to exhibitors to supp therein, if only on the groun the slightest rift in trade un evitably is capitalized upon by

Appealing for cooperation b exhibitors and producers, h "We must have your support ish production on a worldwid is to continue."

Skouras will leave here fo York by plane tomorrow.

Ask Any Girl

CONTINUED FROM PAGE 1

as Miss MacLaine's first and continuously surprised employer, trio of attractive and competent newcomers, Claire Kelly, Elisa- raser and Dody Heath, as Miss MacLaine's companions and ers.

screenplay, by George Wells from a novel by Winifred Wolfe, s with bright lines, many of them hitting, as the motivation hers say, beneath the level of man's awareness. Miss MacLaine, om Wilkes Barre, Pa., comes to New York to earn a living and, quickly learns, to acquire a husband. Her first job, with a sweater cturer, ends when the boss notices how really good she looks weaters. In the meantime she has met and attracted Taylor, who er to his family's vacant home in Connecticut but learns to his e that marriage is the firm and unalterable price.

the help of her friends she tries out for a job as researcher with owned by Niven and Young who are brothers. She flubs the with Niven, the dedicated and hard-working partner, but is hired for her physical attractions by Young, a playboy type. Young nterest when he finds that the price still is marriage but dates ermittently as sister and confidante.

MacLaine appeals to Niven for help, wins his interest and they upon a motivation research experiment. Niven studies at first ach of the girls with whom his brother is currently involved and his subject how to dress, act, cook and comport herself so as bine all the attractions of each of them. To hardly anyone's sur- many laughs later the bemused victim proposes but by this time perimenter and the experimentee, have, of course fallen in love. iey realize it and what happens forms the fast moving and mount- unny climax.

direction by Charles Walters is perfectly paced for laughs and cing the most of the stars' ability to get the best out of inherently situations. The photography in CinemaScope and Metrocolor the gay mood and is effective in showing off the charms of the d the girls.

ne point Miss MacLaine says "The trouble with sex is we talk t too much." In its light and gay-hearted approach the picture such inhibitions.

g time, 98 minutes. Adult audience classification. June release.

JAMES D. IVERS

ricaMarket

(Continued from page 1)

jor releasing and distributing ies, was released by MPEA y.

escribing the significance of ritory, Johnston said: "The t of Africa is exploding with n d o u s and revolutionary . Nationalism is taking over in er area and maps become ob- before they can be printed. end of 1960 the number of in- nt countries will probably 3 and the self-governing pop- to about 113 million. In ten ime it is estimated that the ion of Africa will have grown 300 million, of whom 75 per ill govern themselves. The developments will undoubt- matched with an accelera- economic growth, as invest- foreign capital increases and and educational levels slow-

ite the fact that this immense the so-called "dark continent" n serviced in the past as a side m their parent countries in the area appears to be sup- nearly a thousand 35mm the- d many more 16mm locations eature films are shown.

Administration to Give Pay Proposals Monday

From THE DAILY Bureau

WASHINGTON May 12.–Labor Secretary Mitchell will give the Senate labor subcommittee the Administration's minimum wage recommendations on Monday.

Senate minority leader Dirksen said it is his understanding the Administration will seek coverage for retail chains with more than 100 employes and over $1,000,000 a year of business. He left hanging the question of whether theatre circuits would be included in the retail chain category, but there was a chance they would not be. In the past, the Administration's recommendations for broader minimum wage coverage have included large theatres and theatre chains as well as retail stores.

Union Favors Coverage

Labor unions are backing a bill that would cover theatres and theatre circuits, also other retail and service outlets grossing more than $500,000 a year.

At present retail and service establishments are exempt.

Exhibitor officials will testify Friday in favor of keeping the present exemption.

Television Today

Noxzema Will Sponsor 'Love and Marriage'

The Noxzema Chemical Co. has signed for alternate-week sponsorship of the new half-hour situation comedy series, "Love and Marriage" on the NBC Television Network during the 1959-'60 season, it was announced by Walter D. Scott, executive vice-president, NBC Television Network.

"Love and Marriage," which will star veteran actor William Demarest in his first television vehicle, will be presented on NBC-TV Monday, 8-8:30 P.M., NYT, beginning Sept. 21.

Schaefer to Produce 'Hallmark Hall Fame'

The 1959-'60 season of "Hallmark Hall of Fame" on the NBC-TV Network will be produced by George Schaefer and his newly formed organization, Compass Productions, Inc.

Hallmark Cards, Inc., the sponsor, has contracted with Schaefer to produce six 90-minute dramatic programs beginning in October of 1959.

The TV series has been produced for the past four seasons by Milberg Productions, with Mildred Freed Alberg as executive producer.

Long-Term Screen Gems Contract for Rodman

Howard Rodman has been signed by Screen Gems to a long-term writer-producer contract starting with the Alcoa-Goodyear Theatre program next fall. The deal was set by Screen Gems production executive Fred Briskin and Marty Shapiro of Paul Small Artists.

During the current season Rodman scripted "The Dark File," "30 Pieces of Silver" and "Wait Till Spring," for Alcoa-Goodyear.

ABC Signs Presley for One Special a Year

Elvis Presley has been signed by ABC-TV for at least one special television program a year after he comes out of the service next Spring, it has been learned. The new contract was signed by Oliver Treyz, president of the TV network, for ABC, with Presley's manager in Hollywood. The first of the special telecasts will be next Spring. The programs will be 60 or 90 minutes in length, it is understood, although precise details have yet to be worked out.

Signs for Post-Army Films

Meanwhile in Hollywood, Wallis-Hazen Productions and Presley's business manager, Col. Tom Parker, have signed a new multiple-picture contract for the services of Presley following the star's release from the Army. Producer Hal Wallis disclosed that the new pact seeks to guarantee continuity of pictures starring Presley and that several properties now are in the course of preparation.

3 Renew Sponsorship Of NBC 'Wagon Train'

The Ford Motor Company, the National Biscuit Company and the R. J. Reynolds Tobacco Company have renewed their sponsorship of the NBC Television Network series, "Wagon Train," for the 1959-60 season, it was announced by Don Durgin, vice-president, NBC Television Network Sales.

Rating Leader

"Wagon Train," telecast Wednesdays, from 7:30-8:30 p.m., NYT, has consistently been ranked first or second in Neilsen's top ten ratings during the current season.

Canadian Meeting to Hypo Concessions Sales

Special to THE DAILY

TORONTO, May 12. — Ways in which Canadian firms can secure a larger share of the pleasure food and beverage business will highlight the 1959 regional concessions conference here May 20 at the Westbury Hotel. Co-chairmen of the meeting will be J. J. Fitzgibbons, Jr., Theatre Confections Ltd., and Sydney Spiegel, of Super Puff't Popcorn, Ltd.

Among the tentative discussion topics are "Increased Beverage Profits Through Better Merchandising," "Food Standard in Concessions Operations," "Automatic Merchandising and Full-Line Vending" and "How to Sell the 15-cent Candy Bar Market." Host at the conference luncheon will be the Coca-Cola Company, while Pepsi-Cola will entertain at a cocktail party in the evening.

Saber Prods. Formed; To Work in Upstate N.Y.

Special to THE DAILY

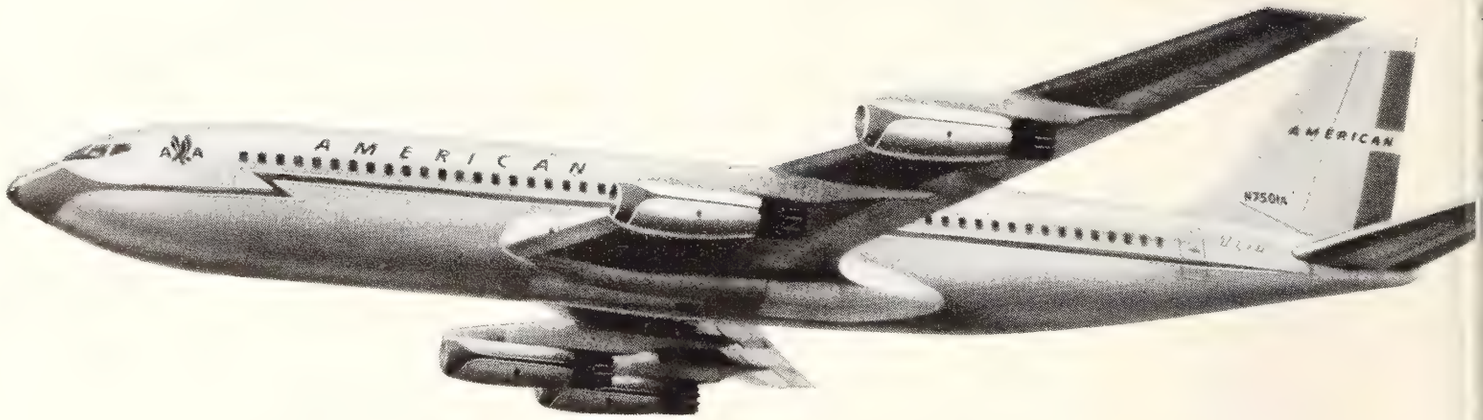
BUFFALO, May 12.—Robert Barron, who stars in the A-I production of "Tank Commandos," and has appeared in many other film plays, has formed a producing company here to make films along the Niagara Frontier, under the name of Saber Productions, Inc. Offices are in the Prudential building. Barron was born Robert Richard Kleinknecht, in Lancaster, N. Y., just outside Buffalo.

Barron, who has had directorial, performing and production connections with a dozen or more low-budget Hollywood films, declares the new company's first picture will roll next month. Barron will direct. Charles J. Stevens, a New York TV writer, is in town finishing the script, the working title of which is "Draw to an Inside Straight."

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the Jet Airline to

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All the News That News

MOTION PICTURE DAILY

Concise and to the Point

5, NO. 92 NEW YORK, U.S.A., THURSDAY, MAY 14, 1959 TEN CENTS

Meeting Elated

w Demand tered for K. Tax Aid

ous Amendments to ce Bill Are Tabled

By PETER BURNUP

ITON, Eng., May 13. — All ed internecine strife on the Council of the Cinemato- xhibitors Association meeting ay was dissipated by the an- ent of the tabling in the f Commons of all previous ents to the Finance Bill and cing of a demand for a new hich would give £20 ($56) weekly to all cinemas. lief would immediately com-

(Continued on page 2)

heatres Exempt Minimum Pay Bill

theatres have been exempt ding minimum wage legisla- hat state, it was announced ge G. Kerasotes, president of d president of Kerasotes The- Springfield, Ill. Kerasotes as the result of conferences Illinois legislators, theatres specifically eliminated from pending before that state's nd Assembly in Springfield. ferences were initiated with

(Continued on page 4)

re Better Than TV iction, Schary Says

WARREN G. HARRIS

e no interest in television ctly fictional medium," pro- ector Dore Schary told a meeting of the Radio and Executives Society at the Roosevelt here yesterday. no question in my mind that on picture medium is un-

(Continued on page 6)

SION TODAY—page 5

New Audiences Develop World-Wide Eagerness for U.S. Films: Johnston

Special to THE DAILY

DALLAS, May 13.—New audiences are developing the world over eager to see Hollywood films, and this is a "promise of things to come," Eric Johnston, president of the Motion Picture Association, said tonight in an address before the Women of the Motion Picture Industry at their annual dinner at the Sheraton Dallas Hotel.

Speaking on the subject, "Our Best Years Are All Ahead," Johnston reviewed highlights of the growth of the motion picture industry from its

(Continued on page 4)

ACE, MPA Committees Will Meet Here Today

Committees of the American Congress of Exhibitors and the Motion Picture Association will meet here this afternoon in the offices of the latter in an effort to improve distributor-exhibitor relations.

Serving on the ACE committee are Si H. Fabian, chairman; George Kerasotes, Horace Adams, Harry Brandt, Sol A. Schwartz, and William Forman. ACE committee members met here yesterday to complete plans for presentation of their views at today's session.

On the MPA committee are Eric Johnston, chairman; Spyros Skouras, Arthur Krim and Abe Montague, co-chairmen; John B. Byrne and Adolph Schimel. Ralph Hetzel, MPA vice-president, is coordinator.

Slate Referendum on S.C. Sunday Film Ban

Special to THE DAILY

SPARTANBURG, S. C., May 13.—A referendum election has been authorized by the Spartanburg county legislative delegation in connection with the Sunday film controversy

(Continued on page 6)

Foreign Films Welcome In This Country: Hetzel

Special to THE DAILY

PROVIDENCE, R. I., May 13. — Members of the Motion Picture Association welcome the influx of foreign films into this country because they feel "films of all nations should

(Continued on page 6)

Ask MPA-ACE Take Up Indiana Tax Campaign

Special to THE DAILY

INDIANAPOLIS, May 13.—Allied Theatre Owners of Indiana has asked that the American Congress of Exhibitors and the Motion Picture Association consider as one of the subjects at their joint meeting in New York tomorrow the efforts of Indiana exhibitors to deduct 1½ per cent of the state gross tax on admissions from

(Continued on page 5)

Republic Board Ratifies Studio Lease Contract

The meeting here of Republic Pictures' board of directors yesterday was "strictly routine," a spokesman for the company said with the board's

(Continued on page 4)

U.A. Has 50 Fieldmen at Work; 22 Stars, Producers on Publicity Tours

United Artists field promotion activity has hit a new peak with more than 50 of the company's fieldmen and a score of U.A. stars and producers currently engaged in intensive local level campaigns in behalf of 15 major releases set for release through the end of the year, it was announced by Roger H. Lewis, national director of advertising, publicity and exploitation.

Lewis revealed that the number of fieldmen promoting current and forthcoming UA releases has reached an all-time high of 56. He said that this increase in manpower is consistent with the company's policy of insuring maximum local level promotion for each one of its pictures.

The UA executive also disclosed

(Continued on page 5)

At Meeting Here

Compo to Aid Regional Use Of B-B Data

Name Committee to Study Making Materials Available

Compo will cooperate with efforts to salvage for use in regional business-building campaigns materials which were prepared for the defunct industry-wide campaign of a year ago, Compo's executive committee decided at its meeting at the Park Sheraton Hotel here yesterday.

Samuel Pinanski, Theatre Owners of America representative on the Compo triumvirate, who presided at the meeting, appointed the following to serve on a committee which will study means of making the materials available for local campaigns: Ben Marcus, Max Cohen, Ernest Stellings, Abe Montague, Sol Strausberg, Harry Brandt, Horace Adams and Charles E. McCarthy.

The committee will work closely with the executive committee of the

(Continued on page 3)

Compo Tables Action Vs. Daylight Saving

A proposal that Compo support the passage of a Federal bill to eliminate daylight saving time nationally by requiring the observance of standard time throughout the nation was tabled by Compo's executive committee at its meeting here yesterday.

The proposal had been made by Carlton Duffus, executive secretary of the Virginia M. P. Theatres Ass'n.

Discussion of the proposal at yes-

(Continued on page 2)

Coyne to Serve Compo On Retainer Basis

Robert W. Coyne, former Compo special counsel, declined a contractual arrangement for continuing as a special consultant to Compo following his election to the presidency of the Distilled Spirits Institute in Washington, D. C., last December, the Compo executive committee meeting yester-

(Continued on page 2)

PERSONAL MENTION

BARNEY BALABAN, president of Paramount Pictures, left New York yesterday for Hollywood, where he will remain for approximately one week.

•

HARRY BRANDT, president of Brandt Theatres, and MRS. BRANDT, together with RICHARD BRANDT and his wife, will return to New York from Europe today aboard the "America."

•

RICHARD DIMBERLY, newscaster for British Broadcasting Corp., will arrive in New York from London today via B.O.A.C.

•

HERBERT J. YATES, president of Republic Pictures, will return to the Coast tomorrow from New York.

•

WILLIAM PERLBERG, producer now in New York from Hollywood, will leave here shortly with GEORGE SEATON for Europe.

•

STEVEN JOHN FELLMAN, son of NAT D. FELLMAN, Stanley Warner Theatres official, will be married on Aug. 30 to LINDA KAY PEYSER of Mt. Vernon.

•

SYDNEY BOEHM, producer, has arrived in New York from the Coast.

•

L. J. DUNCAN and SID LAIRD, of the Al-Dun Amusement Co., have returned to their headquarters in West Point, Ga., following a trip to Washington.

•

JAMES V. FREW, southern district manager for Continental Distributing Corp., has left Atlanta for New Orleans and Dallas.

Moraskie in Smith Post

The retirement for personal reasons of Ernesto P. Smith, Columbia Pictures branch manager in Cuba since its establishment in that territory was announced yesterday. William J. Moraskie, who has been second in command, is succeeding Smith in the top Havana spot.



New Demand

(*Continued from page 1*)

pletely free many small houses of the tax burden. Larger houses, seating 1,500 or more, would have bonuses in excess of £1,000 ($2,800) annually which would place them comfortably in the black. Other amendments calling for relief, which were tabled in deference to the new one, had been entered in behalf of the Liberal and Labour opposition parties. The new amendment was entered by highly influential members of the Conservative party who were acting obviously in the complete cognizance of the Chancellor of the Exchequer.

The amendment is due for debate in the House of Commons early in June, and informed circles are confident it will be accepted by the Government.

In an atmosphere of shadow boxing and in unusually torrid weather, the General Council debated other lesser topics including a proposed all industry publicity campaign to bring back the customers temporarily lost to television, but they agreed to leave all other points in dispute to the wisdom of the Association officers.

Twin Drive-in Theatre For Santa Ana, Calif.

From THE DAILY Bureau

HOLLYWOOD, May 13. — Plans for the construction of the first twin drive-in theatre in the Orange County area have been announced by William R. Forman, president of Pacific Drive-in Theatres Corp. A 30-acre site has been acquired for this new drive-in at 5th and King Streets near Santa Ana, in Orange County. The same screen tower will serve the two connected theatres.

One side, with a capacity of 1,000 cars, will cater exclusively to the large Spanish and Mexican population in the area, featuring pictures of Spanish speaking countries. The other side will be a conventional drive-in with a capacity of 1,500 cars.

The new twin-view drive-in theatre will be in operation next spring.

'Hot' Still Strong Here

United Artists' "Some Like It Hot" continues its fast pace at Loew's State here with a sixth week gross of $39,901, it has been reported. The Marilyn Monroe comedy grossed $9,890 on Mother's Day alone, reportedly an increase of $2,000 over the previous Sunday's receipts.

'Woman' Here May 22

Twentieth Century-Fox's "Woman Obsessed" will open May 22 at the Paramount Theatre here.

NT Will Show New Type Of Cinemiracle Projector

From THE DAILY Bureau

LOS ANGELES, May 13. — Demonstration of a new type of multiple-projection equipment which, reportedly, can be installed and operated at one-fourth the cost of previous three-panel Cinemiracle projectors, will be held in the near future, it is announced by Spencer Leve, National Theatres vice-president.

The new system is intended to expand the showing of NT's "Windjammer" in smaller situations previously deemed impractical. The equipment is described as highly portable, occupying a fraction of the booth space usually required for triple-projection.

'U' Wins Judgment in Viking Theatre Suit

Special to THE DAILY

PHILADELPHIA May 13.—Judge Peter F. Hagen of the Court of Common Pleas here has rendered a judgment in favor of Universal Film Exchanges, Inc., in the sum of $17,157.13 against the Viking Theatre, for unpaid film rentals on the engagements of several pictures which played in 1956.

In its decision, the court upheld the Universal license agreements and threw out several defenses and counterclaims asserted on behalf of the Viking. Arlin Adams of the firm of Schnader, Harrison, Segal & Lewis represented Universal, and Harold Kohn of Dilworth, Paxson, Kalish, Kohn and Dilks represented the Viking.

Gerard, Roth Are Judges For Quigley Awards

The first quarter judging for Quigley Award honors of *Motion Picture Herald's* Managers' Round Table was held here yesterday. Judges were Phil Gerard, Universal Eastern director of publicity, and Edgar Goth, advertising and publicity director for Stanley Warner's New Jersey zone.

Close to 50 showmanship campaigns were entered in the judging, representing exhibitors from the United States, Canada, England, Australia and Malaya.

Bollengier Elected

A. E. Bollengier has been elected vice-president in charge of finance of the United Artists Theatre Circuit, Inc., by the company board of directors, it is announced by George P. Skouras, president. Since September, 1957, Bollengier has been treasurer of the company, a post he retains. He is also vice-president and treasurer of Magna Theatre Corp.

Compo Tab

(*Continued from page 1*)

terday's meeting brought out diversity of exhibitor opinion subject in addition to the i tion that there is practica chance of the bill being pas Congress at this session. It w reported that similar bills hav introduced in previous years action having been taken on t

Charles McCarthy, Compo ation director, reported that fort to sample exhibitor opin the subject elicited 14 respo favor of fighting daylight savi and eight against. McCarthy lated that Northern California tors had split on the question ing state action and a rump had to be formed to oppose it

Sol A. Schwartz, president Theatres, was one who spoke position to Compo taking on t light savings opposition. "Wh can't win," he said, "there's fighting."

Coyne to Serve

(*Continued from page 1*)

day was informed by Abe Mo Motion Picture Association re ative on the Compo triumvira member of a committee appoi work out an arrangement for advisory services.

In lieu of a contract, it was Coyne will make himself avail Compo in Washington when on for a particular service and paid a retainer therefor. Coyne ices have been used by Compo basis over the past six months, which he has drawn no mon now should be paid for such s Montague said.

Invited to address yesterday ing, Coyne said "With or portfolio, I'll be happy to Compo when called upon."

He noted that Compo's met employing grass roots campa achieve national objectives ha en valuable in his new work, tributed to them favorable such as a recent change in t ment of the Federal tax on which, he said, saves the i three to four million dollars a formerly required for interest odic loans for tax purposes wh no longer required.

He also attributed the recent of Oklahoma's prohibition Compo's methods. "Those n are good in any field," he sai cause they are based on c sense."

'Maja' Opens May

United Artists' "The Naked will have its New York prem Loew's Metropolitan, Brookl May 27.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Ro Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vi dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copi

Arthur Formula Better Times

y Arthur of Southern Cali- Theatres Assn. was invited to is views on the current state industry in the closing mo- of yesterday's Compo execu- mmittee meeting at the Park n Hotel here.

n make three recommendations ill help solve our problems," ponded. "Producers ought to e more pictures; exhibitors reduce admission prices, and e should burn up the televi- ations."

ur said he had arrived at the meeting while looking for a t one.

tron Donation Plan Ballet Rejected

oposal by Skiatron of America he Bolshoi Ballet on free home return for public solicitations, e air and in paid newspaper ements, for $1 contributions ay TV company has been re- y the Columbia Broadcasting it was disclosed yesterday.

arlier plan to put the ballet on circuit theatre television June 3 collapsed due to exhibitor action with the terms and ar- ents, lack of sufficient theatre ent and proposed admission

ox Seen Still Interested

iew Fox, head of Skiatron of , which obtained TV rights to et from Sol Hurok, the im- for $450,000, reportedly is sidering theatre TV as a pre- n medium but key circuit men ew approach to them has been Fox is said to feel that other nents for presenting it on V also may be made or that e syndicated by tape record- ndividual stations. He is ex- to announce a decision in a s.

proposal to CBS was that the van show take over four one- pe-recorded performances of t without charge to the net- t with the understanding that l request viewers to send a ibution to Skiatron. The lat- would undertake large-scale advertising in which a solici- r cash donations to Skiatron e included.

y, Bess' to Play Theatre, Boston

Special to THE DAILY

ON, May 13.—Samuel Gold- 'orgy and Bess" will have its t premiere at the Astor Thea- on Thursday, Aug. 6. The but will be a benefit for the gland Baptist Hospital. Man- n Finn is working with the socialite directorship in set- he premiere.

Compo Will Aid Regional Use of B-B Data

(*Continued from page* 1)

industry business-building campaign. In fact, the Compo committee includes most of the members of the latter.

The action was taken largely at the instance of Ben Marcus, Allied States representative on the Compo triumvirate, who described specific regional business-building campaigns his circuit has undertaken on specific recent and current pictures throughout Wisconsin. The success of his own local campaigns convinced Marcus that with the tools prepared for the all-industry campaign made available, more exhibitors could be interested in promoting or participating in their own business drives, to the greater benefit of all in the industry.

Marcus voiced particular approval of the records which were prepared for spot announcements on radio networks, praising their institutional qualities and their adaptability to use with specific, successive releases in regional business promotions.

Rights Expired, Says McCarthy

Charles E. McCarthy, Compo information director, explained that the original rights to the records have expired but that they can be renewed for 13-week periods for approximately $3,000 to $3,500. In addition, he said, it will cost about $2.50 to press and package each record.

It is Marcus' idea that exhibitors who are receiving refunds now of their donations to the defunct all-industry b-b campaign would be willing to apply them to help meet the costs of the material to be used in local campaigns. He suggested that a pilot operation could be tried out to test his plan. He said it could be readied in 30 days with Compo handling the "institutional end of it," exhibitors the local tie-ups with their box offices, and continued for 90 days in selected areas.

McCarthy reported to the meeting on Compo activities over the past six months, highlighted by aid in advance promotion of the Academy Awards telecast; maintenance of a close watch on national and state legislation affecting the industry; opposition to censorship; public relations activities; assistance in combating local taxes against theatres; handling finances for the industry committee in charge of the now defunct b-b campaign; continuing institutional advertising in Editor & Publisher and planning an industry speakers' bureau.

Recalls January Meeting

In addition, McCarthy noted the activities allocated to Compo by last January's meeting called to avert conflict with aims and activities of the new American Congress of Exhibitors. These included continued efforts for outright repeal of the Federal admission tax, in addition to acting as industry spokesman on other national legislation; undertake preparations for a research program; inaugurate agreed upon business building projects; assist in development of new star talent; assist with repeal of local admissions tax measures; and other matters.

Financing a Problem

Preliminary work on research, to the extent of obtaining estimates and data on types of projects, has been undertaken but no means of financing the costly projects have been devised. Walter Reade, chairman of the Compo research committee, has stated he does not want to proceed further until the money is actually in hand. Accordingly, the committee accepted McCarthy's recommendation that the project be turned over to an all-industry committee to evaluate proposed research programs and report back if it finds one it likes, together with a recommendation on how the money should be raised.

McCarthy read the treasurer's report in the absence of Herman Robbins, who was unable to be present. The budget for the new year in the same amount as last year, was approved. McCarthy reported that exhibitor contributions of dues to Compo now amount to about $53,000 and that by the end of the dues drive an amount approximating the $86,000 contributed last year will be realized. Exhibitor contributions to Compo are matched by MPAA.

General Praise Registered

The chair commended McCarthy for the "excellent job" done by him in the executive direction of the Compo office and staff since the departure of Coyne last December. McCarthy was applauded by the meeting.

All Compo membership with the exception of Variety Clubs International and the Society of Independent M. P. Producers was represented at the meeting.

Compo Annual Meeting Is Set for Oct. 14

The annual meeting of Compo members and executive committee for the election of officers and transaction of other business was set for Wednesday, Oct. 14, by the executive committee meeting here yesterday.

The meeting will be held in New York at a location to be selected later.

WB Continental Staff Being Moved to London

Warner Bros. is moving its Continental headquarters and staff from Paris to London, it was announced here by Wolfe Cohen president of Warner Bros. International, on his return from Europe. Arthur Abeles, managing director for Warner Bros. in the United Kingdom and newly-appointed chief of Warner operations in Europe and Africa, will continue to make his headquarters in London.

The company will retain a Continental sales manager, who will have his offices in Paris and will report to Abeles.

Previews for 'Hole'

A series of special previews for women and teenagers has been set for United Artists' "A Hole in the Head." The invitational showings, part of UA's promotion program to generate word-of-mouth publicity with specific audience segments, will be held in more than 20 key cities across the country in advance of regional openings for the Sincap Production set for June.

Navy to Promote 'Ship' Through 5,000 Posters

The U.S. Navy Recruiting Service will aid Paramount in the promotion of Hal Wallis' new Jerry Lewis comedy, "Don't Give Up the Ship."

The direct-selling tieup with the recruiting unit will yield more than 5,000 sidewalk A-board postings this summer in cities throughout the country. "Don't Give Up the Ship" is a July release.

WB 'Anger' Slated for Premiere in London

"Look Back in Anger," Warner Bros. film based on John Osborne's stage drama, will have its world premiere in London, England, on May 28 at the Empire Theatre in Leicester Square, with Her Royal Highness, Princess Margaret as guest of honor.

Two Organizations to Benefit

Proceeds from the benefit opening will go to the Docklands Settlement and the English Stage Company. "Look Back in Anger" was filmed on location in England.

The finest carbons ever made...
NATIONAL TRADE-MARK
PROJECTOR CARBONS

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope; r-r, re-release.

► MAY

AA—KING OF THE WILD STALLIONS, c, cs: George Montgomery, Diane Brewster
AA—BATTLE FLAME: Scott Brody, Robert Blake
AIP—HORRORS OF THE BLACK MUSEUM, c, cs: Michael Gough, June Cunningham
AIP—THE HEADLESS GHOST: Richard Lyon, Liliane Sottane
COL—THE YOUNG LAND, c: Pay Wayne, Yvonne Craig
COL—FACE OF A FUGITIVE, c: Fred MacMurray, Lin McCarthy
COL—HEY BOY! HEY GIRL!: Louis Prima, Keely Smith
COL—VERBOTEN: James Best.....
MGM—WATUSI, c, cs: George Montgomery, Taina Elg
MGM—THE WORLD, THE FLESH AND THE DEVIL, cs: Harry Belafonte, Inger Stevens
MGM—THE MYSTERIANS, c: science fiction
PAR—THUNDER IN THE SUN, c: Susan Hayward, Jeff Chandler
20-FOX—WOMAN OBSESSED, c, cs: Susan Hayward, Stephen Boyd
20-FOX—THE SAD HORSE, c, cs: David Ladd, Chill Wills
20-FOX—LITTLE SAVAGE: Pedro Armendariz, Rudolfo Hoyos
UA—MAN IN THE NET: Alan Ladd, Carolyn Jones
UA—GUNFIGHT AT DODGE CITY: Joel McCrea
UA—PORK CHOP HILL: Gregory Peck
UNI—THE WILD AND THE INNOCENT, c, cs: Audie Murphy, Joanne Dru
UNI—FLOODS OF FEAR: Howard Keel, Anne Heywood
WB—BORN RECKLESS: Mamie Van Doren, Jeff Richards
WB—ISLAND OF LOST WOMEN: June Blair, Venetia Stevenson
WB—THE YOUNG PHILADELPHIANS: Paul Newman, Barbara Rush

► JUNE

AA—SPEED CRAZY: Yvonne Lime, Brett Halsey
AA—BEATSVILLE: Gregg Palmer, Kathleen Crowley
AA—BEYOND THIS PLACE: Van Johnson, Vera Miles
COL—THE H MAN: science fiction
COL—THE WOMAN EATER: George Coulouris, Vera Day
COL—IT HAPPENED TO JANE, c: Doris Day, Jack Lemmon
MGM—ASK ANY GIRL, c, cs: Shirley MacLaine, David Niven
MGM—THE ANGRY HILLS, cs: Robert Mitchum, Gia Scala
PAR—THE HANGMAN: Robert Taylor, Tina Louise
20-FOX—SAY ONE FOR ME, c, cs: Bing Crosby, Debbie Reynolds
20-FOX—THE MAN WHO UNDERSTOOD WOMEN, c, cs: Henry Fonda, Leslie Caron
UA—THE HOUND OF THE BASKERVILLES: Peter Cushing
UA—THE RABBIT TRAP: Ernest Borgnine, June Blair
UA—SHAKE HANDS WITH THE DEVIL: James Cagney, Don Murray
UA—THE FOUR SKULLS OF JONATHAN DRAKE: Eduard Franz, Grant Richards
UA—THE INVISIBLE INVADERS: John Agar, Jean Bryon
UNI—THE MUMMY, c: Peter Cushing, Christopher Lee
UNI—CURSE OF THE UNDEAD: Eric Fleming, Kathleen Crowley
WB—GIGANTIS, THE FIRE MONSTER
WB—TEENAGERS FROM OUTER SPACE

► JULY

AA—THE BIG CIRCUS, c, cs: Victor Mature, Rhonda Fleming
AIP—DIARY OF A HIGH SCHOOL BRIDE: Anita Sands, Ronald Foster
AIP—THE HAUNTED HOUSE OF USHER, c.
AIP—THE LIVING DEAD: Dick Miller, Barboura Morris
BV—DARBY O'GILL AND THE LITTLE PEOPLE, c: Janet Munro, Sean Connery
COL—MIDDLE OF THE NIGHT: Kim Novak, Fredric March
COL—ANATOMY OF MURDER: James Stewart, Lee Remick
COL—30-FOOT BRIDE OF CANDY ROCK: Lou Costello
COL—THE LEGEND OF TOM DOOLEY: Jo Morrow, Michael Landon
MGM—NORTH BY NORTHWEST, c, vv: Cary Grant, Eva Marie Saint
MGM—THE BEAT GENERATION, cs: Steve Cochran, Mamie Van Doren
PAR—DON'T GIVE UP THE SHIP: Jerry Lewis, Dina Merrill
PAR—LAST TRAIN FROM GUN HILL, c: Kirk Douglas, Anthony Quinn
20-FOX—HOLIDAY FOR LOVERS, c, cs: Jane Wyman, Clifton Webb
20-FOX—SOUTH PACIFIC, c, cs: Rossano Brazzi, Mitzi Gaynor
UA—A HOLE IN THE HEAD, c, cs: Frank Sinatra, Eleanor Parker
UA—THE HORSE SOLDIERS, c: John Wayne, William Holden
UA—DAY OF THE OUTLAW: Robert Ryan, Burl Ives
UNI—THIS EARTH IS MINE, c, cs: Rock Hudson, Jean Simmons
WB—THE NUN'S STORY, c: Audrey Hepburn, Peter Finch
WB—HERCULES, c: Steve Reeves

Eric Johnston

(*Continued from page* 1)

pioneer days to the outlook for the future.

"If we do not fail it ourselves," he said, "the motion picture will go on to new heights of greatness. It will go on to these new heights if we are responsible in a medium that holds a global responsibility for shaping the images which men the world over hold of one another."

Out of the "perhaps third of a billion people" which see motion pictures every week, a quarter of a billion is in countries outside the U.S., Johnston pointed out. "But far more significant than sheer numbers—with or without the dollar sign—is the quality of these new audiences, their attitudes toward and their appetites for American motion pictures.

"In my travels abroad I have sat with many of these newcomers to the moving film. To do so is to relive the days in our own country when the motion picture was a brand new discovery, a medium fresh and novel and exciting, an almost incredible thing to behold. From these experiences, I can tell you there is no problem in finding audiences abroad for our product."

Several Problems Faced

Cited as problems currently facing the industry but which can be overcome were the decline in the domestic audience; television; rising costs of theatre operation; the cost of making films; and taxes, tariffs, quotas, and restrictions abroad.

Praising the pioneers of the industry, Johnston said: "This first generation *did* shape an industry. These pioneers carried the film from the peep show and the nickelodeon into the great silent days and over into the era of sound. They created an uncommon means of communication that encircled the globe."

Commenting on the artistic significance of American motion pictures, Johnston said: "The film from the beginning was always more than entertainment, more than a mere diversion to occupy man's leisure time. In the hands of able and skilled talents, it is the peer of the old and long-established forms of art—literature and painting, music and drama.

Cites Aid to Classics

"The film brought to the community some of the world's great treasures in literature—from Mark Twain, Dickens, Tolstoi, Shakespeare. In book form, these works were read by people numbered in the thousands. On the screen, they reached millions."

In conclusion, Johnston said: "Now, with the world's nations summoned to understanding . . . or to destruction . . . I see the motion picture in its most magnificent role . . . in the vanguard of man's quest for understanding of man. For us, for all of us who reach out to our fellow humans through the motion picture there can be no doubt of it . . . the best years are all ahead."

Italian Award Presen
To Marilyn Monroe H

Marilyn Monroe, only 25 late, received Italy's "D Donatello" motion pictur yesterday afternoon for her ance in Warner Bros.' "Th And The Showgirl" as bes actress of year 1957-1958.

Presentation was made Italian Cultural Institute h Arthur Miller and Anna on hand. His Excellency Brosio, Italian Ambassador United States, officiated.

The "David" Award, Ita sion of Hollywood's "Os Italy's highest film honor wa in 1955 by the Open Gate a national Cinema Clubs.

Ill. Theat

(*Continued from page*

TOA with the cooperation United Theatre Owners of TOA affiliate, Kerasotes saic

He declared that the appe legislature was two-pronged. gued that the film industr rently in financial distress, denced by the closing of sev dred theatres in the state in decade. Minimum wage would close many more, th ture was told.

It was also pointed out time theatre employees, such jectionists and stage hands, paid at union scales far a proposed minimums, and th employees—including ushers, doormen and candy stand a —were part time employees, terested in picking up extr for a few hours work a day ited by Social Security a amount of money they co

The fact that hotels and re had already been specifically from the bill set a precedent cessions employees, Kerasote

Republic Board

(*Continued from page*

only formal action approval dio space leasing contract w Four Star Productions.

As forecast in MOTION DAILY yesterday, there was cussion of the sale of contr company, nor was there any elect new officers. It was po that Republic stockholders month approved the compa of officers for the current y that no changes are contem

Herman Hatton D

MACON, Ga., May 13. — P. Hatton, for many years in this city for Georgia died at a local hospital fol heart attack. He is survive wife, a daughter, his mot brothers and a sister.

A. Fieldmen

(*Continued from page* 1)

ome 22 stars and producers are ntly engaged in advance pub- tours and promotions in con- on with key regional openings A films.

stars, producer and production nalities participating in inten- ross-country tours in behalf of films include, Gregory Peck, cer Sy Bartlett, Woody Strode George Shibata, Captain Joseph ns for Melville Productions' Chop Hill"; executive produc- eorge Glass and Walter Seltzer ennebaker's "Shake Hands With Devil"; producer Martin Rackin Constance Towers for Mirisch any's "The Horse Soldiers"; Capra in behalf of Sincap's ole In The Head"; Wendell and Fess Parker in connection the New York opening of Bob s "Alias Jesse James"; Stanley r for his production of "On The "; and Joel McCrea in connec- with regional saturation book- of "The Gunfight at Dodge

Three Overseas for 'Hot'

the international front, pro- director Billy Wilder, star emmon and screenwriter I. A. amond are sparking the over- remiere of "Some Like It Hot" London Pavilion Theatre and ake a tour of major cities in e of European openings set e Mirisch Company presenta-

d Demand for NAC Trade Show Booths

Special to THE DAILY

CAGO, May 13.—Over 50 per f the 224 display booths avail- t the 1959 National Concessions ry's Trade Show, November t the Hotel Sherman here, have been reserved, Arthur B. exhibit chairman, has an- d. The exhibition, co-sponsored ational Association of Conces- es and Theatre Owners of a, is held in conjunction with 959 Motion Picture Industry Show.

lisplay will be the latest profit- equipment, supplies, foods, ges and ideas for conventional ive-in theatres, as well as for amusement enterprises.

in 2nd Year Here; Over $1,000,000

M's Academy Award winner, starts its second year in New tomorrow. Since its original g at the Royale Theatre on the f May 15, 1958, and its sub- t move-over to the Sutton e, "Gigi" has been seen by over people in New York. They paid over $1,000,000 at the ice.

REVIEW:

King of the Wild Stallions

Allied Artists—CinemaScope

HOLLYWOOD, May 13

Producer Ben Schwalb has corralled ingredients from Ford Beebe's script to place this formula Western in the above average class. Dressed up in CinemaScope and DeLuxe color, it has considerable footage devoted to chasing wild horses. The breaking in of a particular mustang by a young boy, Jerry Hartleben, provides an intriguing background for the story of a young widow about to lose her ranch.

George Montgomery delivers a favorable performance as the widow Diane Brewster's ranch hand, who brings the conniving Emile Meyer to justice after the latter tries to prevent her from making a loan to renew a government grazing permit and has robbed him of the money he arranged to borrow through Byron Foulger, the same loan source.

Little Jerry, Miss Brewster's son, discloses he has trapped the wild stallion for which Meyer had posted a $500 reward. Montgomery brings in the horse in time to claim the reward and renew the grazing permit, exposing Meyer as the one who had robbed him, through serial numbers recorded from the stolen bills. Montgomery and Miss Brewster seem destined for each other and take over the operation of her ranch for a future together.

Edgar Buchanan is featured importantly as another of Miss Brewster's ranch hands and Montgomery's sidekick. R. G. Springsteen's direction, aimed at thrills and action, achieves both.

Running time, 76 minutes. General classification. Release, in May.

SAMUEL D. BERNS

Ask MPA, ACE

(*Continued from page* 1)

the box office gross before computing film rental on percentage pictures.

In a statement today the ATOI board said: "This tax on gross income is collected for the state of Indiana, and the producer percentage should not be applied against the state's tax money any more than producer percentage applies to tax money collected for the Federal government on excise tax on admissions.

Closings Since 1950 Cited

"Indiana has suffered a 50 per cent mortality in theatres since 1950, and the box office gross is down one-third since 1954. Allowing this 1½ per cent tax deduction before computing percentage film rental would cost the film companies approximately ½ of 1 per cent of percentage billings, which would not be a big loss to the film companies but would be a help to the distressed exhibitor.

"Since some film companies have been sending film C.O.D. for the percentage difference on this tax deduction we believe this matter to be suitable for discussion for the MPA-ACE meeting for the purpose of having decision rendered."

Television Today

Coca-Cola Has Surprise: A One-Word Commercial

The Coca-Cola Company has announced it plans to use a one-word commercial on its hour-long show, "America Pauses for the Merry Month of May" to be telecast next Monday 8 to 9 P.M., D.S.T.

News of the unusual commercial was reported at a luncheon at the Lotos Club yesterday at which guests of honor were stars of the show, including Art Carney and Marian Anderson, and other stars, including Robert Merrill, Herb Shriner, Sidney Blackmer and Maggi McNellis. Also on hand were Barry Wood, producer of the show, and Pat Weaver, consultant for it.

CBS Department Heads To Meet Here June 8-9

Directors of the program, promotion and publicity departments of CBS Owned Television Stations will meet at the Waldorf Astoria Hotel here on Monday and Tuesday, June 8 and 9, it was announced by Craig Lawrence, vice-president in charge of CBS Owned Television Stations. Working on the overall theme, "The Challenge of 1959-1960," the groups will meet separately with several joint sessions to be scheduled during the two days.

The promotion and publicity directors meeting, coordinated by John Cowden, vice-president, advertising and sales promotion, CBS Television Stations, and Charles Oppenheim, director of information services, CBS Television Stations, will cover the general areas of audience promotion, sales promotion, public relations and publicity. The sessions will afford the stations the opportunity to exchange ideas and plan for the coming fall season.

On the program directors' agenda, under the supervision of Hal Hough, program director, CBS Television Stations, are public affairs projects, demonstrations of new live and film production techniques and general programming matters.

Sign 4 Directors for Alcoa-Goodyear Series

Four directors have been signed by Screen Gems to multiple-film contracts for next season's Alcoa-Goodyear Theatre series. They are Arthur Hiller, Robert Ellis Miller, Walter Grauman and Elliot Silverstein. All directed segments on Alcoa-Goodyear Theatre during the 1958-59 season. They will report to executive producer William Sackheim for assignment. Fred Briskin, Screen Gems production executive, made the deals.

NBC News Fund for Program Surveys

An NBC News development fund —to permit surveys of a wide variety of program ideas, ranging from mental health to African nationalism —was announced by William R. McAndrew, vice-president, NBC News.

"NBC News has set aside a sizable fund for the development of new programs," McAndrew said. "We feel that in news, as in other programming areas, there is need for continuing research into new formats and new subjects."

Staff Working on Shows

McAndrew pointed out that, thanks to the new fund, the NBC News staff is already at work on the following programs as potential entries in the Summer and Fall schedules of the NBC-TV Network:

A two-part series on the rise of nationalism in Africa. NBC News producers point out that, while a number of programs have covered developments in Egypt and the Union of South Africa, relatively little coverage has been devoted to the growing aspirations of Nigeria, Ghana, Guinea, Liberia and other countries lying between Cairo and Capetown.

A special program on the possible use of chemicals in the treatment of mental illness. NBC Newsmen are looking into recent experiments indicating that certain drugs can induce schizophrenia. These experiments, they say, may point to an eventual chemical treatment for schizophrenia, which accounts for more patients in the nation's hospitals than any other mental illness.

Latin American Lands Treated

A news special on the struggle between democracy and communism in Latin America. NBC News correspondents Wilson and Lee Hall leave New York this week to spend several months in the countries of the Caribbean and Central America. Besides making on-the-scene news reports, the husband-and-wife team will gather material for a major television program dealing with political, economic and ideological currents of the area.

'Arthur Murray Party' Moving to Tuesday Nite

The P. Lorillard Company, Inc., has renewed its alternate-week sponsorship of "The Arthur Murray Party" for the 1959-'60 season, it was announced by Don Durgin, vice-president, NBC Television Network Sales. "The Arthur Murray Party," with hostess Kathryn Murray, will move Sept. 29 to a new day and time on the NBC Television Network: Tuesdays, 9-9:30 P.M., NYT.

PEOPLE

Robert W. Miller, who has been an administrative assistant on the staff of the general manager at Eastman Kodak Co., has been elected a vice-president of the company. **J. Donald Fewster,** an assistant treasurer since 1946, has been elected treasurer. Two assistant treasurers have been named: **Edmund R. King,** chief statistician and head of the statistical department, and **Kenneth G. Stuart,** director of market research.

□

Paul B. Ross, formerly with Universal Pictures as home office field man, staff feature writer and star contact, and more recently publicist with the Mirisch Co., has joined Rogers & Cowan as head of that organization's New York motion picture department.

□

Robert W. Selig, president of Fox Intermountain Theatres, Denver, is retiring as chairman of the board of trustees of Denver University, a post to which he was elected in 1947. He will remain active, however, as a member of the board.

□

Joe Cronin, president of the American League and chairman of the executive committee of the Children's Cancer Research Foundation — the Jimmy Fund—will receive on Sunday the "Great Heart Award" of the Boston tent of Variety Clubs International. Presentation will be made at a banquet to be held at the Statler-Hilton Hotel there.

□

Walter M. Norton, president of RCA Victor Distributing Corp. since 1947, has been elected chairman of the board of directors. **L. F. Holleran,** general marketing manager, has been elected to the presidency, succeeding Norton.

Music Hall Stage Show May 21 to Employ Film

With the fun of picture-taking as its theme, "Camera Holiday," the new stage show opening Thursday, May 21, at Radio City Music Hall, will combine film with live effects to create the illusion of a globe-girdling journey. The new production will take audiences around the world from New York to London, Paris, Rome, Madrid and back to San Francisco.

Color slides, cameras, projectors, motion pictures, flashfloods, screens with both front and rear projections, will be utilized by Leonidoff, the producer, in this new stage production technique. "Camera Holiday" also will present the giant Eastman Colorama of the Rockettes, which will cover the entire proscenium opening, with each of the 36 dancers performing in front of an 18-foot high film reproduction of herself.

'Look' Has Plan for Regional Film Ads

A new "Magazone" plan which will enable motion picture and other advertisers to place their insertions in copies of Look Magazine circulated in any one marketing zone individually or in any combination of seven geographic zones in all has just been introduced. It will be available with the September 15 issue of Look.

The seven "Magazones" will be as follows: New England, Middle Atlantic, Southeast, East Central, West Central, Southwest and Pacific. Metropolitan New York is incorporated in the Middle Atlantic zone, metropolitan Chicago in the West Central zone, and Alaska and Hawaii in the Pacific zone. Advertisers can place their insertions in any one or combination of zones, allowing motion picture distributors, for example, to get behind regional and saturation openings.

"Magazone" insertions will be available in black and white, two-color, or four-color letterpress. Closing dates will be identical with those for Look's full run, and space units may consist of either half or single pages. The minimum circulation in any zone is 400,000, with Look basing its "Magazone" rates on that figure. The cost-per-thousand on a black and white page is $6.11 for the first 400,000 of circulation and $4.45 for each additional thousand.

Denver WOMPI Aiding Local Youth Center

Special to THE DAILY

DENVER, May 13. — The local chapter of Women of the Motion Picture Industry will hold open house on Sunday at the Holy Ghost Youth Center, a recreational activity for young people of the downtown district, serving some five hundred boys and girls. Since last October WOMPI has taken an active part in the operation by establishing classes in leathercraft, cooking and dancing.

Purpose of the "open house" is to acquaint the public with the facilities available, to show what has been done and to suggest what can be accomplished in the future.

Debbie Reynolds Signed

HOLLYWOOD, May 13. — Producers William Perlberg and George Seaton have signed Debbie Reynolds to co-star with Fred Astaire and Lilli Palmer in "The Pleasure of His Company," plus a non-exclusive deal for a picture-a-year for five years, on a partnership-percentage agreement.

Premiere for 'Mirror'

Andre Cayette's "The Mirror Has Two Faces" will have its American premiere at the Baronet Theatre here on Tuesday, May 26, Continental Distributing, Inc., has announced.

Schary's View

(*Continued from page* 1)

matched in its ability to do fiction," Schary said. "Granted, some fine original material has appeared on television; my point is that it probably would have been better done on the screen. Looked better, at any rate."

'The Challenge of TV'

Schary's subject was "The Challenge of TV; Comparison with Motion Pictures and the Theatre," and he pointed out "that each of the three great visual entertainment media has at least one area in which it excels the other two." Schary said "in each case that is the area we should all strive to exploit. It is an interesting thing that documentary films—or plays, for that matter—have never attracted a wide audience. Yet, oddly enough, it's the documentary type program which has attracted some of television's biggest audiences."

"The most telling difference in the visual arts," Schary said "is that in television, as in none of the others, the personality emerges. Performers on television—at least the highly popular entertainers on television—come to audiences in the main, exactly as they are, not as characters they've assumed. A personal rapport is established between an audience and personalities in a way not remotely comparable to the stage or the movies. And this is television at its most ideal."

Would 'Face Realities'

Schary told the broadcasting executives "there's something wrong with all three mediums and I think the basic problem is a general lack of willingness to face the realities of the world in which we function. If we face these realities with enterprise and courage and with a willingness to be adventuresome, much can be done. And since it is my conviction that television is the largest communicator of ideas, it seems to me that the mind and the heart and the soul of television personnel must be more adventuresome, more aware and more courageous than those who function in the other two mediums. With a medium that can attract a hundred million viewers, it seems to me that the greatest responsibility you have is in what you will present to them to view."

Dothard Joins UA-TV

William R. Dothard joins United Artists Television, Inc., June 1 as regional sales manager of the Eastern Division, it was announced by Bruce Eells, executive vice-president of UA-TV. Dothard, with headquarters in Philadelphia will supervise all regional and local sales activities in the division, reporting to Phil Williams, Eastern Division manager.

WOMPI Dinner June 12

ATLANTA, May 13. — The installation dinner of the local chapter, Women of the Motion Picture Industry, will be held at the Atlanta Variety Club on June 12.

Honor 'Anatomy' As 'Product of the Year'

Special to THE DAILY

ISHPEMING, Mich., Ma

Before 628 leaders of Mich dustry, education and organi Otto Preminger's "Anatomy o der" was honored at a st sored banquet as "Michigan of the Year."

Key speakers honoring the the author of the book on it based, Justice John D. were Great Lakes Steel Co president Paul S. Carnal Michigan State University John A. Hannah. Attendi stars James Stewart, Lee Re thur O'Connell, Eve Ar Brooks West.

Referendi

(*Continued from page*

here. It will be held on

With Sheriff B. B. Brockm ising to "abide by the wish people," the outcome of thi dum, although only advisor apparently have the effect pending action at the next the general assembly seeki of the controversial blue la

Thus, a favorable vote in endum, in view of the sher ment, would pave the way ing of Sunday movies with ference from law enforce thorities.

No Further Legal Ac

Spartanburg area theatre with Carolina Theatre Man Talbert as spokesman, indic would take no further leg pending outcome of the re which asks for a "yes" or on Sunday sports and an and also business operation Sabbath.

Foreign Films

(*Continued from page*

circulate freely world-wid Hetzel, MPA vice-president, today. He spoke on the Bet show over WJAR-TV which having a series on aspects pictures.

Favors Freedom of Tr

Hetzel's comment was in a question from Mrs. Ada the number of foreign film into the U. S. "We believe dom of trade," Hetzel said. to practice what we prea members frequently distri eign films and also m throughout the world, freq a co-production basis."

Edgar H. Randall D

SALEM, Ore., May 13.– Randall, 79, formerly a w exhibitor of the Portland at his home here followin attack. He was a native of

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

85, NO. 93 NEW YORK, U.S.A., FRIDAY, MAY 15, 1959 TEN CENTS

TORIAL

MPO's Program

By Sherwin Kane

HALF-YEAR report on npo activities made to the mid- r meeting of the organization's ve committee here on Wed- by Charles E. McCarthy, information director, under- he value and versatility of the ration.

a limited staff and in the period since Compo cleared its m of activities with the Amer- Congress of Exhibitors late last y in order to avoid conflict he latter's program, Compo has olished much on a wide va- f fronts, the report revealed.

•

po cooperated actively in the e promotion of the Academy s telecast; maintained watch onal and state legislative fronts easures affecting the industry; ated with the Motion Picture tion and local exhibitors in op- censorship legislation in Mary- New York, Ohio and Pennsyl-

s been active in industry pub- tions and is establishing a net- of exchange area committees ing of exhibitors and theatre y men prepared to cooperate ommittees of distribution field y men in a wide variety of y public relations endeavors, mpo's press relations commit- being enlarged and charged novating various public rela- projects.

•

ddition, Compo will cooperate bating admission taxes on both l and local fronts; will aid usiness-building projects, pro- of new talent, formation of an y speakers' bureau, will survey ities of industry research, con- n institutional advertising cam- n Editor & Publisher and per- iscellaneous other national and ctivities.

ever, in addition to Compo's and impromptu functions, s its greatest value to the in- is as a standby organization to be mobilized whenever in- wide emergencies arise. It is hen needed.

fact recalls the statement ome years back when a ques- Compo's future was raised had succeeded in obtaining a

(*Continued on page 2*)

Minimum Pay Coverage for Theatres Could Be Disastrous, Says Brylawski

By J. A. OTTEN

WASHINGTON, May 14.—Federal minimum wage law coverage could have a disastrous cost impact on theatres, and they should be specifically exempted from the law, A. Julian Brylawski will tell a Senate Labor Subcommittee tomorrow.

Brylawski, speaking for the Theatre Owners of America, will be one of three exhibitor witnesses testifying tomorrow afternoon before a subcommittee headed by Senator Kennedy (D., Mass.) Other witnesses will be Ernest G. Stellings for the American Congress of Exhibitors and Frank Lydon for Allied Independent Theatre Owners of New England. Brylawski released his statement here today.

Brylawski said that while labor committee members have assured him they did not intend theatres be cov-

(*Continued on page 4*)

Asks Immediate Action On 'Equal Time' Rule

The American Broadcasting Company would welcome a clarification of Section 315 of the Communications Act of 1934 so that news coverage of a candidate on a newscast would not be considered within the purview of the statute, Leonard H. Goldenson, president of American Broadcasting-

(*Continued on page 6*)

House Unit Criticizes AT&T Consent Decree

From THE DAILY Bureau

WASHINGTON, May 14. — A House Judiciary Subcommittee has approved a report "very critical" of the Justice Department's negotiation of the American Telephone and Telegraph Co. 1956 Consent Decree.

Chairman Celler (D., N. Y.) said the report would be made public as soon as the Republican minority has had an opportunity to submit its dissenting views. The subcommittee held hearings on the decree last year.

The government sued to force A.T.

(*Continued on page 4*)

Film Ads Defended By Lipton Before V.C.

From THE DAILY Bureau

LOS ANGELES, May 14. — David A. Lipton, Universal-International vice-president, appearing as guest speaker before Variety Clubs of Southern California, Tent No. 25, struck back at Madison Avenue critics of motion picture advertising, charging them with failure to understand the problems of film advertising which, he said, has no counter part

(*Continued on page 3*)

Statement from Myers

Allied Backs Exclusion of All Theatres from Wage Bill

From THE DAILY Bureau

WASHINGTON, May 14.—While few members of Allied States Assn. would be directly affected by the Kennedy Minimum Wage Bill (S.1046), providing the limitation to enterprises grossing $500,000 or more year is retained, Allied nonetheless wishes to join in asking theatre exemption. So states Abram F. Myers, Allied general counsel and board chairman, in a brief filed with the Senate Committee on Labor & Public Welfare in behalf of Allied.

Hearings on the bill are being conducted this week, and exhibitor spokesmen are expected to be heard by the committee tomorrow.

In releasing the text of the statement, Myers says that arrangements have been made for copies of it to be supplied to all Senate committee members. In addition, Allied leaders, especially those residing in states represented on the committee, will write their Senators requesting that they carefully consider the statement and support the pleas for exemption.

"This procedure is deemed best

(*Continued on page 4*)

'Exploratory'

'Constructive' Meet Reported By ACE, MPA

2nd Joint Session Planned Within Month or Sooner

By WARREN G. HARRIS

The meeting here yesterday of committees of the American Congress of Exhibitors and the Motion Picture Association was "highly constructive" and "exploratory," Eric Johnston, as spokesman for the two groups, reported to the trade press. "We are going back to our respective committees and coming back soon for another meeting, when we hope to sit down and come to some conclusions," he said.

Johnston, chairman of the MPA committee, pointed out that at yesterday's meeting, "no decisions were made," but "we covered the whole spectrum of industry problems in broad general terms." Both sides

(*Continued on page 3*)

Paul C. Mooney Retires From National Screen

Paul C. Mooney, who has been associated with National Screen Service since 1941, is retiring, effective today, from that organization.

Mooney is a veteran of 55 years in show business and 45 years in the motion picture industry. After several years of varied experience in the en-

(*Continued on page 4*)

Universal Continues Its Buying of Decca Shares

From THE DAILY Bureau

WASHINGTON, May 14. — Universal Pictures Co. purchased an additional 16,800 shares of Decca Records, Inc. during April, bringing its total holdings to 175,500 shares, it has been reported to the Securities and Exchange Commission.

More than 80 per cent of Univer-

(*Continued on page 2*)

TELEVISION TODAY—page 6

PERSONAL MENTION

GEORGE WELTNER, Paramount Pictures vice-president in charge of world sales, will return to New York today from Dallas.

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KAY HARRISON, managing director of Technicolor, Ltd. will arrive in New York tomorrow from London via B.O.A.C.

•

HERMAN COHEN, director of AIP's "Horrors of the Black Museum," has returned to Hollywood from New York, Detroit and Chicago.

•

JERRY PICKMAN, Paramount advertising - publicity vice-president, returned to New York yesterday from Minneapolis.

•

ALFRED L. MENDELSOHN, general sales manager of the Elliot, Unger and Elliot division of Screen Gems, has left New York for Hollywood.

•

RHODA GALITZ, secretary to WILLIAM J. HEINEMAN, vice-president of United Artists, will leave New York on May 25 for Paris.

•

NORMAN WHEATON, Detroit exhibitor, is under treatment there at the William Beaumont Hospital.

•

ARTHUR LUBIN, producer, will return to Hollywood today from New York.

•

ROBERT BOWERS, branch manager for Allied Artists in Jacksonville, has returned there from Atlanta.

•

DR. LEON J. WARSHAW, merical director of Paramount Pictures, will leave here on Sunday for Los Angeles, where he will be guest teacher of occupational medicine at the University of California Medical School. He will return to New York on May 25.

•

MARLON BRANDO, Sr., president of Pennebaker Productions, and MRS. BRANDO, together with GEORGE GLASS and WALTER SELTZER, producers, will arrive in New York at the weekend enroute to Ireland.

•

LEO WILDER, of the Warner Brothers publicity department, is in Philadelphia from New York.

•

LOIS NEW, of the Allied Artists booking department in Atlanta, has left there for a vacation in Florida.

•

ERIC JOHNSTON, president of the Motion Picture Association of America returned to Washington last night from New York.

Serve Champagne on Anniversary of 'Gigi'

Tonight will be the "night they serve champagne" outside the Sutton Theatre here where MGM's "Gigi" will celebrate its first anniversary in New York.

Hermione Gingold, who plays the grandmother in the Academy Award-winning film, will personally serve the champagne to the early evening arrivals standing in line outside the theatre.

'U' Continues

(*Continued from page* 1)

sal's outstanding stock is owned by Decca, hence an outsider acquiring control of Decca would also obtain control of Universal. Market observers relate this to the purchase of Decca shares by Universal.

Also reported to the S.E.C. was the acquisition by Charles Einfeld, vice-president of 20th Century-Fox, of 5,000 shares in the company by option during April, increasing his holdings to 5,485 shares.

'Philadelphians' Troupe In Pittsburgh Sunday

Pennsylvania will hail the young Hollywoodians and "The Young Philadelphians" Sunday. Governor David L. Lawrence and Mayor Gallagher of Pittsburgh will welcome the dozen young Hollywood stars in the Warner Bros. Transcontinental Star Parade to the Keystone State in ceremonies in the Steel City, where they will arrive from Cleveland and Akron, Ohio.

Overnight in Harrisburg

The Hollywood glamor troupe will stay overnight Sunday in Harrisburg, preparing for a festive entry into Philadelphia the following day.

The coast-to-coast Hollywood goodwill mission is en route by Greyhound Scenicruiser to the world premiere of "The Young Philadelphians" Tuesday at the Stanley Theatre in Philadelphia. The young players will proceed to New York after the premiere to attend the opening here Thursday at the Criterion Theatre.

'Hill' in Multiple Run

United Artists' "Pork Chop Hill," starring Gregory Peck, has been set for a 21-theatre multiple run in the greater Los Angeles area starting May 27. The Melville Production will open in 12 hard top theatres, including the Fox Wilshire and the Orpheum Downtown theatres, and nine drive-in situations.

Unit Designed to Aid Animation

An aerial image unit, designed by John Oxberry for use with animation stands, has been announced by the Animation Equipment Corporation, New Rochelle, New York. The unit, which is electrically interlocked with the animation camera, consists of a projector head, lens mount, stop-motion motor, flat-surface mirror, a large condenser lens system and the necessary controls. Film capacity of the aerial image unit is provided by four 400-foot chambers, two for feed and two for take-up, driven by electric torque motors. Fixed pin shuttle movement has spring-loaded pressure plate that accommodates two films. Iris of the f/2.8 objective lens allows varying exposure on the projected film. Lamp wattage can be adjusted from 100 to 750. Three filter slots are provided.

Adaptable to Skip-Frame

The stop-motion motor on the image unit runs continuously forward or reverse, and may be operated independently or in step with the camera stop-motion motor. When indexed 180 degrees out-of-sync, skip-frame work can be handled. When operated in synchronization, the operator can do continuous step printing or stop-motion step printing.

Aerial image photography, the announcement points out, eliminates traveling mattes, reduces production time and cost, provides rock-steady registration, and permits development of many new techniques. In using the aerial image unit with an animation stand, the ground glass in the table top is replaced with a clear glass. The light source of the aerial image unit projects through achromatic condensers, diffusing ground glass, color correcting filter (when required), to the black and white, or color, fine-grain film in the shuttle. An objective lens projects the film from shuttle to form a 10½ inch aerial image at the top surface of the field lens condensers. The objective lens of the animation camera picks up the aerial image and records it on raw stock.

Camera-Position Vital

The camera must be in a precise pre-determined position to pick up the aerial image, hence it is impossible to make a zoom of an aerial image. If a zoom is to be made, the clear glass in the table top is replaced with ground glass, and top lighting eliminated. Reticle quality of the ground glass permits a zoom from 12 to 7 field without picking up grain. Special devices such as ripple glass, wipe and flip units, and split image prisms can be employed with aerial image.

EDITORI

(*Continued from page* 1

vital reduction in the Fede missions tax, and its usefuln regarded by some as having b hausted. "Disband Compo?" dustry statesman exclaimed. did, we'd be obliged to form within weeks to contend w newest industry crisis."

•

The industry appears to agreement with that observat been a long time since a pro put Compo in mothballs ha heard.

Davee Named Heac Century Projector (

Larry Davee has been electe dent of Century Projector Co named to the board of direct succeeds W. D. Hausler, v signed both positions.

Davee was a member of t inal research group that de the Western Electric method recording on film instrumenta commercial development of motion pictures. He has also sponsible for other technical ments improving the quality jection and sound producing ment, having worked in rece on engineering and develop projectors for Cinerama, Cine Horizontal VistaVision and 70/35mm projectors, whic shortly be ready for installatic

Legion Reviews 6 F Puts One in Class

Six films were reviewed an fied by the National Legion cency this week. In Class A, 1, morally unobjectionable for patronage, is "Pork Chop H Class A, Section 2, morally tionable for adults and ado are "Gun Fight at Dodge "Here Come the Jets," an Nun's Story." In Class A, Se morally unobjectionable for a "The Angry Hills." In Class B ly objectionable in part for "Road Racers," because of tive sequences."

NEW YORK THEA

RADIO CITY MUSIC HA
Rockefeller Center • Ci 6-4600
DEBORAH ROSSANO MAUR
KERR BRAZZI CHEVA
In "COUNT YOUR BLESSIN
An M-G-M Picture In CinemaScope And METRO
and GALA NEW STAGE SPECTACL

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondent principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, R Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, V dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

dend in Publicity

Special to THE DAILY

ORFOLK, Va., May 14. — When over-enthusiastic fan stole some ups and a still panel of Marilyn oe pictures from the front of 's State theatre here, manager Kaufman reported it to the . Every local radio station re- d it on their newscasts all day, he local TV station and evening paper carried it that evening. ufman told suspicious detractors f it had been planned as a pub- stunt it would have been done beginning instead of near the f the run of UA's "Some Like t."

yor Vetoes Approval Michigan Drive-in

Special to THE DAILY

ONIA, Mich., May 14. — The tion of the Common Council is community permitting Ray- Schreiber to build a drive-in e has been vetoed by Mayor m W. Brashear. The mayor his veto is founded on protests sidents and organizations that nd in question is highly valu- or industrial purposes, and on chnicality (with which the Com- Council disagreed) that all con- s required were not met and chreiber did not name all the olders in his firm.

ion to over-ride the veto will en by the Council on Monday. reiber has been trying for six to obtain authorization to build ive-in. In 1953, residents voted erendum against the project. ear the courts ruled the law g the operation was illegal, and ber again made application to Approval was obtained, not rom the Common Council but rom the planning commission, olice and health departments.

D Gets Cancellation ce of SAG Pact

From THE DAILY Bureau

LLYWOOD, May 14. — The of directors of the Screen Guild has voted unanimously e upon RKO a 60-day notice cellation of the guild's collec- rgaining contract.

on was taken because RKO is leasing to television a number -August 1, 1948, theatrical fea- which were not included in an ent made in December, 1956, n the Guild, RKO and Matt- ox's C & C Television Corp. uild is being paid $175,000 for on exhibition of 82 specified 48 RKO features.

Guild's action in serving a notice of contract cancella- as taken to protect the Guild rs' interest in televising of post-1948 pictures other than n the Fox agreement, in the RKO should wish to return to ion activity.

ACE, MPA Meet Exploratory

(*Continued from page* 1)

showed a constructive attitude, he said.

The next joint meeting of the ACE and MPA committees could be "within a month or sooner," Johnston predicted. Whatever the date, it will be "convenient with the thoroughness," needed for each group to prepare its program for that meeting, he added.

S. H. Fabian, chairman of the ACE committee, told reporters that "exhibitors were very pleased with the atmosphere of the meeting." He said "we were very much encouraged because it gave us a chance to look at conditions within the industry realistically." There was no discussion of a "solution," he added.

Fabian said that trade practices were discussed at the meeting, but he would not go into any details. The MPA is not authorized to make any commitments on behalf of the Association or its members.

The meeting yesterday was held in the 20th Century-Fox board of directors room.

Representing ACE, in addition to Fabian, were George Kerasotes, Harry Brandt, Sol A. Schwartz and William Forman. The ailing Horace Adams was unable to attend, and was represented by Jack Kirsch and Irving Dollinger. The MPA, in addition to Johnston, was represented by Spyros Skouras, Abe Montague, John B. Byrne and Adolph Schimel. Robert Benjamin substituted for Arthur Krim.

William White Named to Strong Electric Post

Special to THE DAILY

TOLEDO, May 14.—The appointment of William P. White as national traveling field representative has been announced by Arthur Hatch, president of the Strong Electric Corp. here, manufacturers of projection arc lamps, graphic arts equipment, spotlights, and slide projectors.



William P. White

White is moving his family here from Charlotte, N. C., where he has been operating the Southeastern Theatre Equipment Co. He has been identified with theatre equipment throughout his business life and has managed the National Theatre Supply and Wil-Kin Co. branches in Charlotte.

Meet on 'Mysterians' In Cincinnati Today

Special to THE DAILY

CINCINNATI, May 14. — Representatives from the MGM home office and the field will gather here tomorrow morning to discuss plans for the saturation campaigns on "The Mysterians." The meeting will take place with WLW-TV representatives who will handle the TV campaign throughout the Ohio territory. Bookings are scheduled for openings around the June 12 period and will include the RKO Keith's theatre in Cincinnati, Loew's State in Cleveland, Loew's Ohio in Columbus and other situations throughout the territory.

Those in attendance will include: from the MGM New York office, Burtis Bishop, assistant general sales manager, Emery Austin and John L. John of the publicity department. From the field: John J. Maloney, Central Division sales manager from Pittsburgh, Foster Gauker, Indianapolis branch manager, Jack Sogg, Cleveland branch manager and Russell Gaus, Cincinnati branch manager. Also from New York, Terry Turner, representing the producers of the picture.

Music Hall, Ted Mack Join in Talent Plan

Radio City Music Hall and the Ted Mack Original Amateur Hour, will be associated in a project to discover and develop new young talent. In order to assist ambitious beginners in winning recognition, the plan will include auditions and paid appearances for talented newcomers in live productions of the stage spectacles at the Music Hall.

In Effect Today

The format will go into effect today when the Ted Mack show is seen at 8:30 P.M. over CBS. Exceptionally talented performers in all entertainment categories will be eligible to appear, from time to time, on the Music Hall stage on the basis of talent and suitability for the stage productions involved, according to Russell V. Downing, president of the Music Hall.

Production Maintains Pace at the Studios

From THE DAILY Bureau

HOLLYWOOD, May 14. — Production kept at a steady pace this week with the start of five pictures and the completion of one, making a total of 35 pictures in work.

Started were: "Drag Race" (tentative title), and "The Living Dead" (American International Pictures); "A Magic Flame" (Goetz Pictures, Inc.), and "The Flying Fontaines" (Clover Productions), the latter two for Columbia release, also "The Best of Everything" (Jerry Wald Production for 20th Century-Fox).

Completed was "Playmates," an independent picture produced by Maycliff Productions.

Three New Names On Academy Board

From THE DAILY Bureau

HOLLYWOOD, May 14. — Election of 14 members of the board of governors of the Academy of Motion Picture Arts and Sciences was announced by George Stevens, president.

Newly-elected governors who will serve on board for two-year term are Mervyn LeRoy (directors), Jack Diamond (public relations) and Richard Murphy (writers).

Reelected to serve on the board for another two years were Robert Ryan (actors), B. B. Kahane (administrators), Edgar Preston Ames (art directors), Hal Mohr (cinematographers), Jacob H. Karp (executives), Rudi Fehr (film editors), George W. Dunning (music), Samuel G. Engel (producers), Hal Alias (short subjects) and George E. Sawyer (sound).

Emile Kuri (art directors) was elected to the board for one year to fill the vacancy created by the resignation of John F. De Cuir.

The board of governors consists of 26 elected members, two from each of academy's 13 branches.

Ads Defended

(*Continued from page* 1)

to any form of advertising. He pointed out that far more resourcefulness goes into the creation of motion picture advertising than for any other commodity, calling attention to the fact that all film advertising is placed on the same page of a newspaper.

Lipton posed question, "What do you suppose would happen if all cigarette advertising was placed side by side on the same page?"

Lipton regarded motion pictures as the most perishable of all commodities, since they are here today and gone tomorrow, demanding instant impact for the public, whereas other commodities are on the market literally year after year giving advertising creators the opportunity to get across their sales message through repetition.

Overseas Exhibitors Optimistic on 'Ben-Hur'

The business prospects of "Ben-Hur" have so stirred overseas exhibitors that months before they can even see the picture, 1,597 of them from every part of the world sent congratulatory cablegrams to Morton A. Spring, president of Loew's International Corp., upon completion of the global "Ben-Hur" conferences in Madrid, Tokyo and Mexico City.

Disney Dividend Set

HOLLYWOOD, May 14. — Directors of Walt Disney Productions at its regular meeting here today declared a quarterly cash dividend of 10 cents per share on the company's common stock payable July 1, 1959 to stockholders of record June 12, 1959.

Understanding Is Better Than Before: Johnston

"There was a degree of understanding that we have not had before," Eric Johnston said of the ACE—MPA meeting here yesterday. Although no decisions were made, both exhibition and distribution expressed agreement that "the problems on both sides" had been brought out into the open, he observed.

Allied Backs

(*Continued from page* 1)

calculated to bring the position of the theatre owners before the Senators," according to Myers, as "legislative hearings, especially after the first few days, tend to become perfunctory and few of the committee members attend."

Myers tells the committee "the peculiarities of the motion picture business and its present precarious condition are such that small exhibitors will be adversely affected by this legislation as theatres included in the coverage, even more so."

Points to Product Shortage

Citing recent declines in the number of pictures produced each year and television, "which is mainly responsible for the high mortality among theatres," the Allied spokesman points out that "any impairment of the ability of any class of theatres to pay the film rentals necessary to support an adequate film supply will be disastrous to all elements of the business."

Bill S. 1046 does not change the declaration of policy contained in the Fair Labor Standards Act, Myers observes, beyond enlarging it to include "retail trade or service or other industries." He then lists five reasons that the basic declaration is inappropriate to theatres because labor conditions existing therein:

1. Cannot spread through the channels of commerce to affect labor conditions among the workers of several states.
2. Cannot burden commerce or the free flow of goods in commerce.
3. Do not constitute an unfair method of competition.
4. Have not led to labor disputes burdening or obstructing commerce. (Such disputes, when they have arisen, have involved projectionists and others who are paid much in excess of the proposed minimum of $1.25 per hour.)
5. Do not interfere with the orderly and fair marketing of goods in commerce.

Wages paid by an exhibitor cannot affect the wage scale in other states or cities, or even in other theatres in the same city, Myers explains. "If there ever was a case where one exhibitor was forced to redue the wages of his employees because another exhibitor was forced to reduce the wages duced admission prices, it has not come to my attention during 30 years of close observation of this business."

Competition in the film business consists in striving to get the best pictures first and this competition is not affected by wages or admission prices, he adds.

Pleads for 'Human Aspects'

Myers also asks the committee to give heed "to the human aspects of the problem involved" which he defines as the kind of persons employed in theatres. They consist in large part, he points out, of part-time boys and girls who work as ushers after school; elderly persons in retirement seeking to add to their pensions or other income—as cashiers or doormen; and partially disabled persons and persons with other part-time jobs.

Employees of this kind are unable to compete for standard employments at standard wages, and "what the theatres do is to afford them employment consistent with their age and physical capacity."

If theatres are not wholly exempted from the minimum wage bill, then they should certainly be as to ushers, cashiers, doormen and the like, the Allied statement concludes.

Brylawski Sounds Warning

(*Continued from page* 1)

ered under pending bills, the bill's language was so vague that some Labor Department interpretation could easily later rule that theatres were covered. The chief union-backed bill would extend coverage to retail or service establishments or chains with annual gross sales of $500,000 or more. Theatres now are completely exempt.

'There Are Many Exemptions'

"If the Senators do not intend to include theatres under this extended coverage, then let them say so," Brylawski said. "There are many exemptions in this bill. Let us include the amusement industry in this list of exemptions and be done with it."

Brylawski said practically all theatre employes are already making "considerably more" than either the present $1 an hour minimum or even the proposed $1.25 minimum, but that the industry would really be hit by the law's provisions for premium pay for overtime and week-end work.

"Theatre operation today is essentially a week-end business," he said. "With this additional expense to our week-end operations, I am sure many theatres would be forced out of business."

Says Most Houses in Circuits

Brylawski said the $500,000 figure in the bill might have been designed to eliminate smaller theatres, but that when the bill makes this figure apply to theatre chains, too, it was actually covering many small theatres. That's true, he said, because a majority of present-day theatres operate as part of chains, with more than 450 chains in existence. Only an occasional large theatre in a major city can operate on its own, he maintained, adding that reduced attendance and "vanishing profits" have forced even the smallest theatres in the smallest towns to combine so that they may live.

By making $500,000 the standard for chains as well as for individual theatres, Brylawski said, "you would include thousands of the smallest theatres—the very theatres whose perils you have so magnanimously recognized in the past by your generous exemption of admission taxes that they may live."

Sees Small Theatres Hurt

Under the bill, the committee was told, small theatres operating in chains would be at a competitive disadvantage against small non-chain theatres which would not have to meet the minimum. "That would work a far greater hardship than you would think," he added, "because today there is not competition between competing theatres but jungle warfare, a fight for survival." With theatres bidding against each other for the best films, even "the smallest advantage in the overhead cost of the theatres may prove to be a deciding factor in the securing of the scarce hit product by which alone they may live," Brylawski stated.

Arguing that the entire theatre industry is today "in a deplorable condition," Brylawski said extension of the wage-hour law to theatres" "might easily contribute to more closings."

DeMille Spanish Tribute Set on Coast June 1

From THE DAILY Bureau

HOLLYWOOD, May 14. — Paramount Pictures has received from Spain the silver plaque by which the Fourth International Week of Religious Cinema at Valladolid has paid tribute to the memory of Cecil B. DeMille and has honored his "The Ten Commandments" as "the motion picture which represents the maximum effort to spread the word of God."

Barney Balaban, president of Paramount, has deposited the plaque with Y. Frank Freeman, vice-president in charge of the studio, for formal presentation to Mrs. Cecilia DeMille Harper, the late producer-director's daughter, at the motion picture industry function set for June 1 in Hollywood in tribute to the memory of DeMille.

Paul Mooney Retires

(*Continued from page* 1)

tertainment business he joined Fox Film Corp. as branch manager in Cleveland. He advanced to Central States and Pacific district manager. After leaving Fox he was general sales manager for Louis B. Mayer Productions, Inc., vice-president and director of sales of Producers Distributing Corp., and representative in the United States for Dominion Film Corp., Ltd.

He was born in Cleveland in 1877 and resides at 3563 80th Street, Jackson Heights, New York.

'Rave' Reaction 'Night' Is Report

"Rave" reports coming in Columbia Pictures home offi terday indicate that the scree "Middle of the Night," the U.S. entry, at the Cannes Film val, and concurrent invitationa ings in London, Washington Los Angeles and New York o nesday resulted in highly fa world-wide publicity for the bia release, the company sa terday.

At the Cannes Festival, t was received with great enth it was reported, and extensi ture coverage of the event sured when more than 50 phot ers were on hand for the re following the screening. This tended by Kim Novak and March, the film's stars, and Chayefsky, who wrote the play from his own stage hit.

Gifts for 1,000 Gu At 'James' Preview

Thousands of dollars worth gifts and prizes will be distrib a special children's preview o Jesse James" tomorrow mor the Astor Theatre here. The for 1,000 underprivileged Ne youngsters, hosted by Wendel and Fess "Davy Crockett" P the major phase of United Art state media campaign spotligh New York engagement of th Enterprises production.

Door prizes, refreshments, James" hats and other gifts distributed to the youngsters morning showing. Complete costumes will be awarded to of the boys as special door p

Secretary Wins 'Everything' Role

Patricia Cameron, 23, a s at Young and Rubicam, was yesterday out of over 300 ap to play a role in Jerry Wal film now shooting here, "Th of Everything." Miss Cam native of Camp Hill, Pa., w a secretary in the picture, v to be released by 20th Centu

The numerous applicants film role appeared in answer placed by the company thi in the Times, Mirror, Ne Journal. Judging was done b actor Stephen Boyd, Rona Ja thor of the best-selling boo which the film is based, a Saunders, Eastern talent ag 20th Century-Fox.

House Unit Criticiz

(*Continued from page*

and T. to divest its manufactu filiate, Western Electric Co. T sent settlement required Electric to divest two subsidia open up its patents, but did quire its divestiture from th company.

QUIGLEY PUBLICATIONS

IN THE SERVICE OF THE AMERICAN MOTION PICTURE INDUSTRY THROUGHOUT THE WORLD FOR 44 YEARS

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Annual audit of personalities of motion pictures and television in the U. S. and Great Britain, presenting the monthly and annual motion picture Box Office Champions.

National Pre-Selling

JOE WELCH, hero and star of the Army-McCarthy hearings of 1954, was engaged by Otto Preminger to play the part of Judge Weaver in "Anatomy of a Murder." Realizing that employing an eminent lawyer to play the part of a judge in a motion picture was newsworthy, especially when the lawyer is as singularly gifted as Joe Welch, "Life" sent Ernest Havemann to upper Michigan where the court room scenes for this Columbia release were filmed.

The result is a picture and text essay in the May 11 issue of "Life," that has top flight reader interest. This is due in part to the fact that Joe Welch brought some fresh and enlightening ideas to both the film and the article.

Mrs. Welch plays a juror in this Preminger film. During the evening hours the Welches spent their leisure time with other members of the cast. Lee Remick and her nine-week-old daughter were visited by the Welches. Ben Gazzara told a reporter "that having dinner with Mr. Welch was one of the most pleasant occasions of my life. Listening to him was the most sweetly moving experience I ever had. I adore that man."

•

"Ask Any Girl," the delightful new MGM comedy starring David Niven, Shirley MacLaine and Gig Young, is advertised on the table of contents page of "The Saturday Evening Post's" May 16 issue.

•

It is the opinion of "Look's" reviewer in the May 26 issue, that producer-director George Stevens spent as much time painstakingly filming "The Diary of Anne Frank" as Anne devoted to writing it. The diary written by the 14-year-old girl has been read by millions in 21 languages and seen on the stage in 30 countries. "Now, in a touching screen version, produced for 20th-Fox, Anne's story will inspire millions more," reports "Look's" reviewer. "It is a story of faith in the ultimate good. The undying spirit that has made this child the final victor over the evil of Adolf Hitler glows again in this movie."

•

A completely different, but extraordinary, interesting, film is "Pather Panchali" made in India, reports Florence Somers in the May issue of "Redbook."

"This film has deservedly won prizes all over the world for its honest, impressive presentation of the life of a poverty-stricken family in a small village."

•

The "This Earth Is Mine" location company was visited by the Hollywood Scene department of "Seventeen" for the May issue.

Rock Hudson, Jean Simmons and Claude Rains are shown preparing for camera calls on this new U.I. film about a highly emotional, wine-producing family of California.

After watching veteran Rains do a scene time after time for a perfectionist director, Jean Simmons said "After 15 years in the movies I realize how little I know about acting." WALTER HAAS

Rules Bowling Balls No Threat to Theatre

Special to THE DAILY

WILMINGTON, May 14. — That the Center Theatre of Rheoboth, Del., cannot be damaged sufficiently by rolling bowling balls, in an adjoining bowling alley was the decision rendered by Chancellor Collins J. Seitz. His opinion said that, at least, operators of the theatre failed to show "by a preponderance of the evidence that" the vibrations sent out from the adjoining bowling alley are enough to damage the theatre building, and he turned the theatre down on its suit to force the bowling alley to do something to reduce the vibrations.

'Vibration' the Issue

The case was tried on the issue of whether the vibration from the alleys is enough to cause structural damage to the theatre. The theatre, owned by the Midway Realty Corp., and operated by Midway Enterprises, Inc., said it does. The bowling alleys, operated by E. C. Larsen and Sons, said it doesn't.

The plaintiffs, said the chancellor, "produced only two witnesses who could remotely be said to be expert witnesses in the field of vibration engineering."

Series of Tests Tried

One of them ran a series of tests to evaluate the intensity of the vibration emanating from the bowling alley. Chancellor Seitz commented that "his testimony is not significant because he was not able to say whether the intensity of the vibration from the alley was any greater than the intensity of the vibration caused by the sound reproduction equipment in the theatre."

It was up to the plaintiffs, the chancellor ruled, to prove their case by a preponderance of the evidence. He ruled they failed to do so, and dismissed the case.

'Ozzie And Harriet' Set For Eighth Year on TV

"The Adventures of Ozzie and Harriet" has been renewed for next season by its current co-sponsors, the Eastman Kodak Co. and the Quaker Oats Co. The 1959-'60 season will constitute the eighth year on TV and, including its radio run, the 16th consecutive sponsored year for this ABC-TV broadcast family comedy series.

Contract calls for 39 new shows plus 13 replays, starting with show of Sept. 30.

Television Toda

CBS' Quarterly Income Rises to $7,032,686

Consolidated net income of Columbia Broadcasting System, Inc. for the first quarter of 1959 was $7,032,686, compared with $6,518,039 earned in the comparable period of 1958, it was announced by William S. Paley, chairman of the board, and Frank Stanton, president. This is an increase of 7.9 per cent.

Net Sales $111,052,290

Net sales for the quarter totaled $111,052,290, as compared with $103,296,857 for the corresponding period last year. This represents an increase of 7.5 per cent.

The current earnings are equivalent to 87 cents per share. Earnings of 83 cents per share were reported for the first quarter of 1958. Per share earnings are calculated on the average number of shares—8,127,460 in 1959 and 7,881,400 in 1958—outstanding during the respective three month periods.

At yesterday's meeting, the board of directors declared a cash dividend of 30 cents per share on its common stock, payable June 12, 1959 to stockholders of record at the close of business on May 29, 1959.

Approve Subsidiary Formation

Paley and Stanton also announced the board's approval of the formation of Space Recovery Systems, Inc., which will be a joint operation of the CBS Laboratories Division and M. Steinthal & Co., Inc. The new company will develop advance systems and produce equipment for the safe recovery, tracking and location of missile and space vehicle components and payloads.

'Lineup' Will Expand to Full Hour Next Fall

"The Lineup," the CBS Television Network's detective-adventure series based on documented San Francisco police cases, will be expanded from a 30-minute to a full-hour weekly program, beginning in the fall, it was announced by Hubbell Robinson, Jr., CBS Television Network executive vice-president in charge of network programs.

Warner Anderson, as Lieut. Ben Guthrie and Tom Tully, as Inspector Matt Greb, will continue as co-stars of the series, which has been a network feature for the past five years. The program is currently presented on Fridays, 10:00-10:30 P.M., EDT. In its expanded version, it will be presented on Wednesdays 7:30-8:30 P.M., EDT. Robinson said that new, permanent characters would be added to the 60-minute show, and that San Francisco would continue to be the locale.

'Equal Tin

(*Continued from page*

Paramount Theatres, Inc., sta letter to Senator Vance Hartk diana. Goldenson also indica ABC would welcome a provi solving the broadcaster of liat any defamatory statement by didate.

However, inasmuch as t posed amendments concerning dates for President and Vice-P of the United States involve complex problems in defining mate minority rights which protected, Goldenson suggest the time required for the c tions necessary for a general ing of the equal time requi might well result in such c to hamper seriously TV an coverage of the 1960 politic paigns and elections.

Goldenson Asks Quick Ac

Goldenson therefore sugges mediate implementation of t ent statute to meet the critic for excluding newscoverage f scope of Section 315, with further delay which would quired for a general overha the equal time requirements Act.

'Summer on Ice' Is Set For CBS on Ju

"Summer on Ice," a special extravaganza starring R Clooney, Tab Hunter, Tony and the entire cast of the v mous "Ice Capades of '59," telecast Monday, June 1 (1 EDT) over the NBC-TV N The show will be sponsored U.S. Brewers Foundation through J. Walter Thompso pany.

Champions Engaged

The full-hour ice special, t Hollywood and produced an ed by Alan Handley, will figure-skating champions Robertson and Cathy Machac by Specht, Sandy Culbertson, Trenkler, Eric Waite and ma stars, plus the skating ensem group has just completed a tour of the United States.

Expand SG Depart

HOLLYWOOD, May 14. Gems has reorganized and e its story department here. T alignment will be headed by ly appointed story edito Moore, and will include Eve as associate editor, Peggy Ph assistant editor, and Lee Ph reader. The department w and purchase stories for "Alc year Theatre" and other Scre properties.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

85, NO. 94 NEW YORK, U.S.A., MONDAY, MAY 18, 1959 TEN CENTS

...ate Committee ...sk Exhibition ...or Full Data ...n Employees

...heatre Spokesmen ...ee to Cooperate

From THE DAILY Bureau

...ASHINGTON, May 17. — The ...e Labor Committee has asked ...tion to cooperate in preparing a ...randum which would give ex...ve information about all theatre ...yees in the country.

...e request was made by Senator ...e Morse (D., Ore.) as three ex...on witnesses appeared before ...ommittee in opposition to a pro... minimum wage bill. Morse ... the committee clerk to prepare ...norandum which, he said, would ...eful for "committee conference

(*Continued on page 6*)

...id Blum Retires; ...h M-G-M 41 Years

...id Blum, M-G-M's director of ...ational publicity and censor... has retired after 41 years with ...mpany to give full attention to ...al estate enterprises and to or... a realty brokerage office in ...n New Jersey.

...raduate of N. Y. U. and a mem... the New York Bar, Blum was ...ed by Loew's, Inc., in 1918 as

(*Continued on page 6*)

...ease Dates Slated ... 14 Films by AIP

From THE DAILY Bureau

...LLYWOOD, May 17.—Ameri... International Pictures will re... ...a total of 14 pictures between ...and February, 1960, James H. ...lson, president, has announced ...ing a revised product schedule. ...he same time he said that "The

(*Continued on page 2*)

Freeman Resigns

From THE DAILY Bureau

HOLLYWOOD, May 17 — The resignation of Y. Frank Freeman as Paramount Pictures vice-president in charge of production, due to ill health, was announced here today by Barney Balaban, president. Jacob Karp, executive assistant to Freeman, has been named administrative head of the studio pending selection of a successor to Freeman.

Freeman came to the Paramount home office from S. A. Lynch Theatres in the South in 1933 and was named head of Paramount Theatres in 1935. He was appointed production head in 1938. He also is president of the Association of Motion Picture Producers. Karp has been Freeman's executive assistant since 1940.

Set Special Meet of Du Mont Lab June 24

Reelection of all directors of Allen B. Du Mont Laboratories is proposed in the notice of a special meeting of the company's stockholders at the office in Clifton, N. J., on June 24, in lieu of the annual meeting.

Directors proposed for reelection are: Barney Balaban, Allen B. Du Mont, Armand G. Erpf, Thomas T.

(*Continued on page 6*)

House Appropriations Committee Members

Hit Films That Hurt America Overseas

Urge Withholding Information Media Guaranty Funds; Soviet Film Deal Hit

By J. A. OTTEN

WASHINGTON, May 17.—House Appropriations Committee members have again sharply criticized the motion picture industry for many of the films it sends overseas, and have even suggested that Information Media Guaranty funds be cut off from firms distributing films that give a distorted picture of America.

They also showed themselves critical of the recent Soviet-American film agreement, expressing fears that the Russians would get more benefit from showing their films in this country than the U. S. would from showing its films in Russia.

U. S. Information Agency officials defended the film agreement, and also attempted to defend the industry

(*Continued on page 3*)

Warner Theatre Begins Alterations for 'Bess'

Extensive equipment alterations in a changeover to Todd-AO for the world premiere of Samuel Goldwyn's "Porgy and Bess" will start this morning, following the closing of Cinerama at the Warner Theatre.

In order to accommodate "Porgy and Bess" in Todd-AO and six-track stereophonic sound, two major projects—construction of a new projection booth and technical changes on the stage—will proceed simultaneously. Completion of the entire alteration

(*Continued on page 6*)

Kerasotes Sees New Films Raising Weekly Attendance to 40,000,000

Special to THE DAILY

ST. LOUIS, May 17.—Product scheduled for the next several months is so strong that theatre attendance should climb well over the 40,000,000 per week average mark. This optimistic forecast was contained in a speech by George Kerasotes, president of Theatre Owners of America, at the meeting of the Better Film Council here Friday.

Kerasotes was unable to deliver the address in person because of a change in the date for the conference between the American Congress of Exhibitors and Motion Picture Assn. in New York last week. It was delivered for him by George Roscoe, TOA director of exhibitor relations.

Contained in the speech was a discussion of some of the problems faced by the film industry, the importance of the motion picture theatre in the American community, and some of the reasons why theatre owners face the future optimistically.

Kerasotes said his great enthusiasm for the months ahead was based on information gained from scores of exhibitors all over the country as well

(*Continued on page 2*)

Exchange Extension Favored by Soviet

From THE DAILY Bureau

WASHINGTON, May 17.—Soviet Ambassador Menshikov said he favors an extension of another "couple of years" in the Soviet-American cultural exchange agreement.

This is the agreement under which the Soviet-Russian film exchange was

(*Continued on page 6*)

Set Income Tax System Hearings in November

From THE DAILY Bureau

WASHINGTON, May 17.—House Ways and Means Committee Chairman Mills (D., Ark.) announced his committee would begin hearings Nov. 2 looking toward reform of the Federal income tax system.

Mills said he wanted to see whether

(*Continued on page 2*)

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PERSONAL MENTION

SY WEINTRAUB, president of Sol Lesser Productions, has arrived in New York from the Coast.

•

HERBERT L. GOLDEN, United Artists vice-president in charge of operations and president of United Artists Television, has arrived in Hollywood from New York.

•

IRVING H. LUDWIG, president of Buena Vista, will return to New York today from Hollywood.

•

HALSEY RAINES, press representative for Columbia Pictures on "Our Man in Havana," will leave here tonight for London, where the picture resumes shooting following location work in Cuba. CAROL REED and ALEC GUINNESS, director and star of the film, have arrived in London from Havana. MAUREEN O'HARA, also starred, leaves New York Sunday night for London.

•

BURT SLOANE, assistant to MORT NATHANSON, United Artists publicity manager, left New York at the weekend for a Western vacation.

•

DAVE BADER, vice-president of Atlantic Television Corp., will leave here today for Washington and Virginia.

•

ELLA FITZGERALD will return to New York today from London via B.O.A.C.

•

L. A. "ACE" BREWER, formerly a manager for Minnesota Amusement Co., has retired and will leave Minneapolis shortly to make his home in California.

•

SAMUEL GOLDWYN, Jr., will leave here today for Tennessee, where he will continue his search for a boy to play the role of "Huckleberry Finn."

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NATIONAL SCREEN SERVICE

TOPS IN TRAILERS!

Release Dates

(*Continued from page* 1)

Haunted House of Usher" has been moved back from July to Sept. 2. This is to be the biggest picture to be made entirely by AIP and will be in CinemaScope and color. Other changes on the schedule include new titles for some films.

The revised release list is as follows:

May 27—"Horrors of the Black Museum" and "The Headless Ghost."

July 22 — "Diary of a High School Bride" and "Ghost of Dragstrip Hollow."

Aug. 19.—"Sheba and the Gladiator."

Sept. 2—"The Haunted House of Usher" and "The Living Dead."

Sept. 23—"The Girl on Death Row" and "The Jailbreakers."

Nov. 18—"Colossus and the Golden Horde."

Dec. 23—"Take Me to Your Leader."

Jan. 13—"Bombs Away" and "Foxhole."

Feb.—"Eve and the Dragon."

Nicholson points out that "High School Bride" is undergoing a special promotion campaign with news in fan magazines and a series of ads in "Seventeen" and other teenage publications. In addition a big advance publicity campaign has been scheduled for "Sheba and the Gladiator."

Income Tax Hearings

(*Continued from page* 1)

more types of income should be brought under taxes or made more fully taxable, in order to pave the way for a general reduction in individual and corporate income tax rates. The hearings could lead to committee study of proposals for increased depreciation allowances, tougher capital gains taxes, income tax averaging, and many other technical changes.

The November hearings will be devoted to experts invited by the committee to testify on a wide variety of subjects, Mills said. He declared the committee would then try and work out some proposals, on which public hearings would be held next year before final action.

Plan Two Trailers for 'North by Northwest'

M-G-M is planning two regular trailers for the Alfred Hitchcock production, "North by Northwest," starring Cary Grant, Eva Marie Saint and James Mason. The first trailer will be a special "thrill" subject emphasizing the suspense, and the alternate version will have Alfred Hitchcock making a personal appearance describing the 2,000-mile chase involving Grant.

Theatres will have choice of either trailer or will have both available.

Take Ad to Salute Minn. DST Campaign

Special to THE DAILY

MINNEAPOLIS, May 17. — The Citizens Committee for Standard Time, took a half page ad in the Minneapolis Morning Tribune to "state the facts" of the Daylight problem in Minnesota and to compliment the members of the legislature, especially the Senate for their stand in trying to limit fast time in the state.

The ad was signed by 130 people from all over the state. Nearly half of those signing are members of the film industry. Among the others who signed were representatives of two of the largest farm cooperatives in the state as well as business and professional people from around the state.

Paramount Opens 3-Day Festival in Chicago

Special to THE DAILY

CHICAGO, May 17.—Paramount's "Summer Boxoffice Festival" for exhibitors came to Chicago tonight with the showing of Danny Kaye's new film, "The Five Pennies," at the Esquire Theatre. It will continue tomorrow with Jerry Lewis' "Don't Give Up the Ship" at the Chicago Theatre, and Tuesday with "Last Train From Gun Hill" at the Esquire.

George Weltner, Paramount Pictures vice-president in charge of world sales, who is "Festival" host, is here with Sidney Deneau, vice-president of Paramount Film Distributing Corp., for social meetings with exhibitors in conjunction with the trade showings.

Dot Records Plays Host

Following the showing tonight of "The Five Pennies," Kaye met with theatremen, deejays, record dealers Radio-TV station executives and newsmen at a reception in the Drake Hotel sponsored by Dot Records, which is about to issue a "Five Pennies" soundtrack album featuring Kaye and Louis Armstrong. Kaye was accompanied by Joseph Friedman, Paramount national exploitation manager.

Hold 'James' Preview

More than 1,000 youngsters attended United Artists' special children's preview of "Alias Jesse James" at the Astor Theatre here on Saturday morning. The preview for the underprivileged youngsters from the Greater New York area was highlighted by the personal appearance of Wendell Corey and Fess "Davy Crockett" Parker, who served as hosts at the request of Bob Hope. Hope's doctors ordered him to cancel his scheduled trip East for the showing.

Kerasotes Se

(*Continued from page* 1

as two trips to the West Co year. "The new optimism, th enthusiasm emanating from wood and from your theatre p makes me all the more convinc the movie industry is entering and more prosperous era," the Council members.

The industry has found that quality films are the ones the wants, the TOA head said, an lywood has aimed its sights market. He described the b ference from the old days as t that "Hollywood is picking tures, and the casts, slowly an fully, proceeding picture-by-p

Tells of Coming Films

Kerasotes then went into about forthcoming product, "The Big Circus," "Darby O'C the Little People," "The Big man," "It Happened to Jane," Came to Cordura," "Porg Bess," "North by Northwest," Hur," "Don't Give Up the "Last Train from Gun Hill," Five Pennies," "Say One fo "The Man Who Understood W "A Hole in the Head," "The Soldiers," "On the Beach," cus," "The Nun's Story," "Jol Jones," among others.

Renovate Carthay C For Premiere of 'P

From THE DAILY Bureau

LOS ANGELES, May 17. on plans designed by top rese gineers, a $75,000 renovati gram will begin June 1 at Circle Theatre in preparation July 15 West Coast premiere uel Goldwyn's "Porgy and Be

Four major technical advan be installed in addition to t refurbishing of theatre's inter exterior. Technical impro will include a newly-devised seamless lenticular projection complete acoustical treatment theatre's interior, to be comple der supervision of Michael R of Radio Corporation of A stereophonic speaker systems installed under direction o Hynes, sound director of To and emplacement of new wide angle 70MM short foca projection lenses.

NT Names Controll

LOS ANGELES, May 17.- E. Jones, for the past 12 year ecutive with Lybrand, Ross Montgomery, public accountar ing National Theatres, has joi circuit as controller, it has b nounced by John B. Berte president.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Ro Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vi dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

PEOPLE

eph N. Welch, who just com- his motion picture debut in Preminger's "Anatomy of a Mur- was featured speaker here last at the 50th anniversary dinner e Deadline Club, New York er of Sigma Delta Chi.

□

ude Johnson, formerly with a Theatres of Georgia, has taken he Wilkes Theatre, Washington,

□

c J. Brown, long active in the les and advertising fields in the est, has joined Trans-Lux Tele- Corp. as Midwest division man- He succeeds Murray Oken, who he 1 will take over management company Los Angeles office.

□

rles L. Townsend, manager of nd kinescope facilities at NBC, ing that post to join TelePromp- orp. as director of television en- ing.

□

ry R. Patton, technical super- of projection for Colonial Wil- urg, has been elected to the Projection Practice Committee Society of Motion Picture and sion Engineers.

g Guest of MGM

LLYWOOD, May 17. — King uin of Belgium will be guest MGM studios Tuesday as part lay in Hollywood arranged for val visitor by the association of Picture Producers.

vyn LeRoy and Mrs. LeRoy ntertain the king and his party rivate dinner later in evening. film guests attending the will be Eric Johnston, Motion Association of America presi- who arrives tomorrow especial- the occasion.

nkett Back in K.C.

NSAS CITY, May 17. — Matt tt, who has been manager of KO Iowa Theatre in Cedar has arrived in Kansas City to ver managership of the Mis- Theatre, which has been re- to RKO operation after serv- three years as the local show for Cinerama. Plunkett will be ng to a familiar job, having for a relatively short time as er of the Missouri before the was leased by the Stanley- r circuit.

. Dividend Set

LLYWOOD, May 17. — Allied has voted a quarterly dividend cents per share on its five and per cent preferred stock, pres- Steve Broidy has announced. nt will be made June 15 to olders of record June 3.

Hit Films That Hurt America Overseas

(*Continued from page 1*)

against the "distorted America" charge, arguing that most responsible producers avoid this and only a small minority make films that can be considered in this light. The Congressmen, however, seemed little appeased.

All this came out in an Appropriations subcommittee hearing on U. S. I. A.'s request for $106,112,000 for the year starting July 1, an increase of $4,215,000 over this year's appropriation. The total includes $5,752,300 for the motion picture service, a $459,200 increase over this year's appropriation.

The testimony was given in executive session last month and made public over the weekend.

Johnston Sought Funds

The subcommittee attitude made it seem clear the motion picture industry stands little chance of getting the increase it sought in funds for the Information Media Guaranty Program. Motion Picture Export Association president Eric Johnston testified before the subcommittee seeking more money than the budget provided for this program, under which U. S. I. A. guaranties convertibility of film company earnings in certain foreign countries.

Chairman Rooney (D., N. Y.), Rep. Bow (R., O.) and Rep. Lipscomb (R., Calif.) led the criticism of the industry's film exports and also of the recent Soviet film agreement. More time was given these two subjects than any other in the film division's presentation.

The lawmakers argued that many American films going overseas are giving a wrong impression of American life and are increasing the difficulty of the job the U. S. I. A. must do in selling America. While they stoutly disavowed any desire to set up censorship, they did suggest the government could do more to persuade film companies not to send this type of film overseas.

Rep. Bow specifically listed "Blackboard Jungle" and "House of Bamboo" as two that he claimed had caused an unfavorable reaction overseas. He said he had asked film companies why this type of film was sent abroad, and that their answer was that 40 per cent of their profits came from overseas and that it was therefore difficult to police the type of pictures going overseas.

Bow said he did not like to see U. S. I. A. work "handicapped by those interested only in profit." Referring to the Film Information Media Guaranty Program, he declared "I do not like to see some of these taxpayers' funds going to these same people who send these false pictures abroad; it disturbs me." Rooney agreed.

Mentions Three Films

Rep. Lipscomb listed "High School Confidential," "Blackboard Jungle" and "Drag Strip Girl" as ones he'd heard unfavorable comments about abroad. Shelton agreed the former film "does give a very distorted view of teenagers in America, and I think it is one of the pictures I would have to classify as 'unfortunate' from the point of view of the proper presentation of the American way of life."

The subcommittee tried to get Shelton and U. S. Information Agency chief George Allen to name other "objectionable" films, but they resisted, arguing this would seem "censorship." They finally did put in a list of films they had turned down for Information Media Guaranty coverage in one particular country during one particular year.

Shelton repeatedly told the subcommittee that "the effect of Hollywood pictures distributed abroad on balance is helpful to the United States." He conceded that some films were "harmful" and "regrettable" but added that U. S. I. A. is constantly working with Hollywood film studios on this entire problem, and that "we have found the American film industry extremely cooperative where they are properly informed. There are some producers and some writers and directors that just simply are not responsive, but the great majority are."

Praises Cooperation

At another point Shelton said the cooperation U. S. I. A. gets from top industry officials such as Johnston, Y. Frank Freeman, George Seaton and others was "really outstanding." He declared the effects of U. S. I. A. efforts in recent years "have been felt, and I think the number of very bad films and very harmful films has been very much lessened in the past several years."

Lipscomb said he believed "We need some action, and we cannot do it just by verbal discussions. They should be informed of the situation being created, and understand it. I think they have a great responsibility not only abroad but in their own nation."

Charge Soviets Gain Most

On the Soviet film agreement, subcommittee criticism centered on the charge the Soviets would get more out of it than would the U.S. Rooney said the effect would be to move Soviet films in this country out of "side-street movie dumps" where they have been playing into major theatres where many more Americans would see them. Shelton said more Americans might see Soviet films, but the U. S. government felt the important thing was that more Russians would see American films.

Rooney then noted that the American films selected for Russian showing included ones like "Lili" and "Roman Holiday" and asked what sort of picture of American life these films would give the Russians. Shelton conceded the Russians were selecting entertainment films rather than those that told about ordinary American life, but added that the Soviet government is the one that does the selecting and the U. S. doesn't have much to say about it. Allen said this aspect of the agreement had been worrying him.

Lipscomb Shocked

Lipscomb said he was "shocked and surprised" at plans for a Soviet film week, exchange of stars, and joint production, and that he doubted the American people were ready and willing to accept them. Allen said Soviet film exhibitions in this country might have some impact on Americans, but "not nearly the impact that an American premiere would have in the Soviet Union."

Industry Dividends $678,000 in April

From THE DAILY Bureau

WASHINGTON, May 17. — Industry companies paid $678,000 in dividends this April, the Commerce Department reported, compared with $258,000 paid in April of last year. Total amount of dividends paid so far this year reached $7,752,000, Commerce said, almost a million higher than the $6,438,000 paid in the same period in 1958.

Hayward Scholarship

As a tribute to Susan Hayward, whose new film, "Woman Obsessed," is her first to premiere on Broadway since the actress won the Academy and New York Film Critics' Award as "the best actress of the year," 20th Century-Fox will offer a Susan Hayward Dramatic Scholarship at the summer session of the American Academy of Dramatic Arts. Scholarship applications are open to girls between the ages of 18 and 21 in the metropolitan area. Film opens at the Paramount Theatre Friday.

AA to Produce Film On Arnold Rothstein

From THE DAILY Bureau

HOLLYWOOD, May 17.—Steve Broidy, president of Allied Artists Pictures, has announced that "The Big Bankroll," Leo Katcher's best-seller on the life of Arnold Rothstein, one-time king of the nation's gamblers and mastermind of the underworld, will be produced by Samuel Bischoff and David Diamond for AA.

Author to Do Screenplay

The producers, in a deal involving $150,000, acquired the Katcher book and signed the author to do the screenplay. Katcher arrives here from New York this week to begin work on the script.

Summer Course at NYU

The second annual Summer Motion Picture Workshop will be held at New York University here from July 27 to Sept. 4. Subjects to be covered will include direction, production and writing.

20TH'S BIGGEST NATIONAL PROMOTION CAMPAIGN TO SUPPORT ONE OF 20TH'S BIGGEST ATTRACTIONS!

BING
CROSBY

DEBBIE
REYNOLDS

ROBERT
WAGNER

THE ENTERTAINMENT THAT RINGS ALL THE BELLS IN YOUR HEART!



"SAY ONE FOR ME

RE-SOLD

THROUGH

AGAZINES

r ads in all the top
ications, making a total
ore than 200,000,000
essions—all timed to
se date!

he ad displays in

LIFE
LOOK
SATURDAY
EVENING POST
LADIES
HOME JOURNAL
GOOD
HOUSEKEEPING
McCALLS
PARENTS'
COSMOPOLITAN
SEVENTEEN
REDBOOK
EBONY
ARGOSY
PARADER GROUP
PHOTOPLAY
LL SCREEN UNIT
OTION PICTURE
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ILVER SCREEN
IELAND & TV TIME
EN STARS GROUP
SCREEN LIFE
STERLING
MOVIE GROUP
MacLEANS
LIBERTY
OUR SUNDAY
SITOR-REGISTER
EXTENSION

WALSTON

PRE-SOLD

THROUGH
BING CROSBY

TEASER TRAILER

AVAILABLE GRATIS FROM 20th EXCHANGES

For years the most influential salesman in radio & TV, Bing Crosby sells the picture in your theatre in his own inimitable style and with his personal endorsement. (Also in the Production Trailer from NSS.)

Also Available

BING CROSBY
TV TRAILERS
and
BING CROSBY
RADIO SPOTS

(plus a second style new-type Radio Spot Series right from the soundtrack of the picture!)

See Pressbook for full details

PRODUCED AND DIRECTED BY

FRANK TASHLIN

PRE-SOLD

THROUGH

MUSIC

for tie-ins with your town's most influential promotion men—the disk jockeys—and for store window displays, co-op ad campaigns, giveaways, p.a. system hook-ups, sound-trucks, stunts, etc., here's the material available:

TOP RECORDINGS OF
TITLE SONG
"SAY ONE FOR ME" by:
BING CROSBY
on Columbia
DEBBIE REYNOLDS
on Dot
BILLY WARD
& THE DOMINOES
on Liberty
REX ALLEN
on Disneyland

and others to be announced on the MGM, Decca, Mercury, RCA Victor labels

plus

TOP RECORDINGS OF
6 OTHER HIT SONGS
FROM THE PICTURE

by outstanding stars including the top recording names today:

DEAN MARTIN
KAY STARR
JOHNNY MATHIS
TONY BENNETT
THE FOUR LADS

plus

COMPLETE SOUND-TRACK ALBUM
on Columbia
starring
BING CROSBY
DEBBIE REYNOLDS
ROBERT WAGNER
and
COMPLETE SCORE ALBUM
on Disneyland
and
TICKET-SELLING
SHEET MUSIC

WRITTEN BY

ROBERT O'BRIEN

PRE-SOLD

THROUGH

PUBLICITY

front-page newspaper breaks, front-cover magazine breaks, features, syndicates, columnists, wire services have built a steady barrage of pre-opening penetration for SAY ONE FOR ME!

**BIG PICTURE!
BIG PACKAGE!
Get with 20th today for the big show in June—and all Summer long!**



COLOR by DE LUXE
CINEMASCOPE
HIGH-FIDELITY STEREOPHONIC SOUND

'Anne' Northwest Bow To Benefit Family

Special to THE DAILY

MINNEAPOLIS, May 17. — Ted Mann, president of World Theatres, announced here that the Northwest premiere of "The Diary Of Anne Frank" which will be held in Minneapolis on June 4 will be a benefit for the family of a Minneapolis policeman who was killed in the line of duty last week.

Mann said that the Mayor of Minneapolis is planning to issue a proclamation in honor of the opening. Many local personalities are expected to attend.

DuMont Meet

(*Continued from page* 1)

Goldsmith, Jr., Oscar Lasdon, Robert A. Maes, Paul Raibourn, David T. Schultz, Percy M. Stewart and Edwin L. Weisl.

The notice states that as of April 8 last, Paramount Pictures Corp. owned 634,000 shares of Du Mont, or approximately 26.9 per cent of the 2,361,092 shares outstanding, and that the "board of directors knows of no other stockholders holding of record or owning beneficially more than 10 per cent of the outstanding common stock of the company."

Pushing Color-TV Work

The notice also states that Du Mont is continuing its work of establishing commercial mass production of the Lawrence single gun color television picture tube for Paramount's Chromatic Division. It reports that at the end of its second year's work, Du Mont had been reimbursed in the amount of approximately $1,083,600 by Chromatic for expenditures to that date, and that its current monthly billings to Chromatic are at the rate of approximately $40,000.

It notes that under its agreement with Chromatic, Du Mont, in addition to being reimbursed for all costs incurred by it in carrying out the program, also is entitled to a 3½ per cent participation in the gross royalties or other proceeds which are derived by Chromatic from its Chromatron patent rights.

David Blum Retires

(*Continued from page* 1)

a member of its general Legal Department. In 1928, he was transferred to the International Division, where he organized and conducted its own Legal Department and became secretary of M-G-M's overseas operations.

In 1931, Blum organized publicity activities for M-G-M abroad and added the directorship of international publicity, then censorship, then superimposed titles, among his duties. With expanding operations, Law and Titles were delegated to separate departments.

His separation from M-G-M took place last Friday.

Ask Exhibitor-Employee Data

(*Continued from page* 1)

purposes." The clerk would be in touch with the three witnesses, Morse said, so they would have "full opportunity to supply whatever information" they wished to supply. The theatre spokesmen, who said they would cooperate fully with Morse's request, were A. Julian Brylawski, representing the Theatre Owners of America; Ernest G. Stellings, American Congress of Exhibitors; and Frank C. Lydon, Allied Theatres of New England.

Morse listed five points which he wanted covered in the memorandum. He asked first for "the best estimate" of the number of employees covered by the act if theatres were specifically included under the minimum wage law or if a court should interpret the law as covering theatres. He wanted, in addition the present pay brackets for all theatre employees with a breakdown giving the number of people in each bracket.

Requests Background Information

The Oregon Senator, who was the only committee member present at the hearing, also requested "some estimate" of the ages of exhibition employees and some description of their family situation; information on "what their present financial status really is"; and information on the number of theatre employees now receiving wages above the prescribed minimum.

The three exhibition spokesmen said they would be glad to assist the committee clerk in preparing the memorandum, but that they thought it might take them some time to gather all the necessary information.

In brief appearances before Morse made his request for the memorandum, Brylawski, Stellings and Lydon read prepared statements opposing the bill, which would bring under minimum wage coverage employees of all individual theatres or theatre chains grossing more than $500,000 a year. Stellings asked that motion picture theatres "be specifically and actually excluded by name from the proposed minimum wage regulations." He pointed out that 1958 theatre attendance decreased by seven per cent from the 1957 figure and said he "saw no reason why this condition will materially improve during the coming months ahead."

Stellings told the committee that the proposed legislation would hit hardest at the operator of one or two theatres. He believed, he said, "that the proponents of this legislation would least of all desire to adversely affect the small businessman operating one or two theatres." Such theatre operators, he went on "could least afford to pay the minimum provided" under this law.

Included in Exemptions

Brylawski declared that committee members had assured him that "theatres are not intended to be covered by this bill." But he said he thought there was a possibility that some Labor Department ruling or legal definition might find exhibitors "caught in the ponderous machinery of litigation." If the committee did not intend to cover theatres in the bill, he said, then they should be included in the list of exemptions under section nine of the bill.

Lydon spoke briefly, maintaining that the bill was discriminatory and "would jeopardize the industry in all its branches," and then put into the record the statement he made to the committee at its 1957 hearings on similar legislation.

Warner Theatre

(*Continued from page* 1)

program is due on June 15, allowing nine days before the June 24 world premiere for thorough testing of the new equipment and for pre-premiere press showings now tentatively scheduled for the two days before the premiere.

Cinerama projection booth equipment was removed last night after the final performance. The booth will be dismantled and a new booth constructed, complete with tiled floor and acoustic treatment.

Booth equipment work includes the installation of sound equipment—amplifiers, pre-amplifiers and control units—and the three projectors necessary to the Todd-AO wide-screen process. Sound system and projectors, with the necessary electrical wiring to the booth and backstage, will be supervised jointly by Stanley Warner engineers, Altec and Todd-AO.

On the stage, the Cinerama screen will be dismantled. Scaffolding will be erected for necessary demolition. The screen frame and screen itself will be erected for the new Todd-AO screen.

De Rochemont to Make 'All World's a Stage'

Louis de Rochemont, producer of "Cinerama Holiday" and "Windjammer," has announced plans to produce "All the World's a Stage." His new project will attempt on the screen an up-to-date version of the sort of extravaganza that once made the old Hippodrome shows a prime tourist attraction for visitors to New York. "All the World's a Stage," as planned, will be a two-hour wide-screen show "combining both known and unexplored elements from the realms of global show business." Attractions utilized will come from all the fields of entertainment—from the music hall, the circus, carnivals, legitimate drama, the dance (ethnic, modern and ballet), concert music and jazz.

De Rochemont's latest production, "Man on a String," for Columbia release, will be finished shooting June 2 and the producer is going ahead immediately with the new project. He returned from Berlin last week, where he discussed co-production and distribution deals.

10,000 Philadelphi... To Welcome WB Tr...

More than 10,000 Philadel... led by Mayor Richardson Di... will welcome the members ... Warner Bros. Transcontinenta... Parade today on their arrival ... morrow's world premiere of ... Young Philadelphians" at the ... Theatre.

The reception committee wil... the troupe of young Hollywoo... at a luncheon in the John Wan... department store at which May... worth will preside. Among th... ables present will be the offi... the Devon Horse Show and ... Fair, which is sponsoring the ... of "The Young Philadelphia... the benefit of Bryn Mawr H...

Visited 34 Cities

The coast-to-coast Hol... "goodwill mission" left the fil... tal May 6 by Greyhound Sc... ser, visiting 34 cities and mo... 200 towns in its cross-countr... The group, arriving in Phila... from Harrisburg, will proceed ... York after the premiere of th... ing of "The Young Philadel... at the Criterion Theatre here ... day morning.

Cannes Actor Awar... 3 'Compulsion' Sta...

Bradford Dillman, Dean St... and Orson Welles split the aw... best actor of the year at the ... Cannes Film Festival, it w... closed at the weekend. The t... honored for work in 20th C... Fox's "Compulsion."

Simone Signoret was nam... actress for her performance in ... At The Top."

"Orfeu Negro," a French fi... duced in Brazil, won the f... grand prize, the Golden Pal... director was Francois Truff... "Les 400 Coups." The Itali... "Polycarpe," was named bes... edy, and Czechoslovakia's ... flies "Don't Fly Here" the be...

Peck on 'Hill' Tou...

Gregory Peck, star of Unit... ists' "Pork Chop Hill," begins ... week, 11-city personal app... tour tomorrow to promote loc... campaigns in advance of key ... openings. Peck will participa... full schedule of promotional ... ties in San Francisco, Chicago ... ville, Washington, D. C., Mil... Houston, San Antonio, Dallas, ... Ft. Worth and New York.

Exchange Extensio...

(*Continued from page* 1)

negotiated. Menshikov mad... comment as he called at th... Department Friday to disc... rangements for negotiating a ... of the agreement, negotiated ... years in January 1958. The ... official said he felt the cult... change pact had been success... that he would like to see it ... extended but expanded.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

85, NO. 95 NEW YORK, U.S.A., TUESDAY, MAY 19, 1959 TEN CENTS

Administration

ew Proposal n Minimum ty Law Made

Inclusive Than One g Pushed by Unions

By J. A. OTTEN

SHINGTON, May 18. — The nistration has asked Congress to l the Federal minimum wage any enterprise which has more 100 employes and gets more $1,000,000 worth of goods a rom outside the state.

Administration proposal would btedly cover many large thea- nd theatre chains, but would be nclusive than one being pushed Congressional Democrats and . That would extend coverage (*Continued on page 5*)

Francisco, State New Toll-TV Fight

Special to THE DAILY

N FRANCISCO, May 18.—For cond time in a year the toll-TV n has involved this city and te government in a sharp juris- ial dispute.

rently awaiting legislative ac- t Sacramento are two bills op- by the toll-TV interests and for st time the city fathers are on l-TV side but only on this one The city government consist- has shown strong disinclination (*Continued on page 5*)

pend $2,000,000 ep. Studio Expansion

From THE DAILY Bureau

LLYWOOD, May 18. — Repub- ictures announced $2,000,000 e spent on an expansion pro- for the studio, which will in- a three-sectional stage to be l at a cost of $1,500,000 and a n set to cost $500,000. This is with Republic's future plans re rental deals.

Plan Questionnaire to Secure Data On Theatres for Minimum Wage Unit

From THE DAILY Bureau

WASHINGTON, May 18.—As Senate hearings continued today on Federal minimum wage legislation, theatre exhibitors were laying plans to gather together the information requested Friday by Senator Morse (D., Ore.).

A. Julian Brylawski, who represented the Theatre Owners of America at the hearing, said he hoped to build up the information Morse requested by obtaining answers to a questionnaire of some 40 to 50 cross-section theatres.

Morse asked exhibitor witnesses to (*Continued on page 5*)

Budget $1,000,000 on 'Soldiers' Promotion

United Artists will spend in excess of $1,000,000 in promoting its "blue-chip" "The Horse Soldiers," Roger H. Lewis, national director of advertising, publicity and exploitation, announced at a trade press conference here yesterday.

The promotional campaign will (*Continued on page 2*)

20th-Fox Holders Vote Today on Studio Sale

Twentieth Century-Fox stockholders are expected to approve the $56,-110,000 deal for the purchase by Webb & Knapp, realtors, of the company's studio facilities and real estate at Beverly Hills, Calif., when they convene at the home office today.

Terms of the deal were agreed (*Continued on page 4*)

'Fisherman' World Bow Set at Rivoli Aug. 5

"The Big Fisherman," a Rowland V. Lee production in 70 mm. Panavision and Technicolor, adapted from Lloyd C. Douglas' novel, will have its world premiere Aug. 5 at the Riv- (*Continued on page 4*)

Technicolor Consumer Operations Increasing

By WARREN G. HARRIS

The increasing importance of consumer developing and processing to Technicolor, Inc. was demonstrated at the company's annual stockholders meeting here yesterday, when executive vice-president John R. Clark, Jr., reported that its business in this field in 1959 would amount to more (*Continued on page 4*)

See Favorable Report for AB-PT 'Holders Today

A report featuring continued progress by the television division of American Broadcasting - Paramount Theatres is expected to be made to the annual meeting of company stockholders at the home office today by Leonard Goldenson, president.

While the company's theatre, radio and record operations are profitable (*Continued on page 4*)

REVIEW:

A Hole in the Head

U.A.—Sincap—CinemaScope

As a rich frosting of box office icing over a cake concocted of solid family and universal audience appeal, this Capra-Sinatra offering surrounds a warm and touching story with a half dozen stars every one of whom turns in a performance equal to the best of his career, production values in the glittering resort city of Miami Beach photographed in DeLuxe color and wide screen, sparkling dialogue matching and counterpointing the emotionalism of the story, and a new child star in Eddie Hodges whose red hair, freckles and irresistible smile guarantee a wide and continuing interest in his career.

Selecting the best of a sextet of performances by Frank Sinatra, Caro- (*Continued on page 4*)

Lauds Karp

Expand Para.'s Production, Balaban Says

Other Activities Also; Praises Freeman Warmly

By SAMUEL D. BERNS

HOLLYWOOD, May 18.—"It will be the policy of the company to augment and expand the creative activities of the studio in order to develop a greater program of important products to meet the needs of our exhibitor cutsomers," Barney Balaban,



Barney Balaban



Frank Freeman

Paramount Pictures president, said yesterday in commenting on his appointment of Jacob H. Karp as head of the studio, succeeding Y. Frank Freeman, resigned.

"To this end," Balaban continued, (*Continued on page 5*)

Justice, ASCAP Near Agreement on Decree

From THE DAILY Bureau

WASHINGTON, May 18. — Justice Department officials and representatives of the American Society of Composers, Authors and Publishers have reached agreement on all but one point in a major revision of the ASCAP consent decree.

Negotiations have been going on almost continuously for the past several months, and Justice officials hope to wind up the negotiations within the next few weeks. Only point on which agreement has not yet been reached, they said, was the extent to which royalty credit should be given on TV-show background music.

PERSONAL MENTION

ERNEST EMERLING, Loew's Theatres vice-president and advertising director, is en route to Europe on a combined business and pleasure trip.

•

JONAS ROSENFIELD, Jr., Columbia Pictures executive in charge of advertising-publicity, has arrived in Kansas City from New York.

•

FORTUNAT BARONAT, Univeral Pictures foreign publicity director, has returned to his duties following convalescence from surgery.

•

B. G. KRANZE, vice-president of Stanley Warner Cinerama, returned to New York yesterday from Europe.

•

MURRAY LENEKOFF, assistant to Eugene Picker, president of Loew's Theatres, has left New York for a vacation in Florida.

•

ROUBEN MAMOULIAN, director, who was guest of honor on Friday at the Harvard University Victory Banquet, returned to Hollywood yesterday from New York.

•

DANA WYNTER, starred in United Artists "Shake Hands with the Devil," will leave here today for Dublin, Ireland, there to join JAMES CAGNEY and GLYNIS JOHNS, also starred, and GEORGE GLASS and WALTER SELTZER, executive producers, for the premiere of the film on Thursday.

Cagney to Be Honored

HOLLYWOOD, May 18. — The motion picture industry will honor James Cagney as he begins his 30th year in films with party at the Screen Directors Guild on the evening of June 2.

A highlight of affair will be showing of Cagney's latest picture, "Shake Hands with the Devil," Pennebaker, Inc., production. Clips from a number of old Cagney films will also be shown.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
DEBORAH ROSSANO MAURICE
KERR BRAZZI CHEVALIER
In "COUNT YOUR BLESSINGS"
An M-G-M Picture In CinemaScope And METROCOLOR
and GALA NEW STAGE SPECTACLE

Skiatron Going Ahead With Ballet Videotapes

From THE DAILY Bureau

HOLLYWOOD, May 18. — KTLA will videotape four one-hour performances of the Bolshoi Ballet for Matthew Fox, head of Skiatron of America on June 2 or 3. Taping will be done at KTLA studios.

What Fox, who made a deal with Sol Hurok for television rights to the ballet, will do with the tapes is still a matter of conjecture.

Plans for a nationwide theatre telecast collapsed due to exhibitor dissatisfaction with terms and arrangements, lack of sufficient theatre equipment and proposed admission charges. So did a later proposal made to the Columbia Broadcasting System to put the ballet on free home TV in return for public solicitations for $1 contributions to Skiatron.

'Roadshow' Considered

It is understood that Fox might make another network deal for the tapes or syndicate them at prime prices to stations on a local basis. He might also "roadshow" the tapes in theatres equipped with TV closed circuit installations.

Rename V. C. Group to Cancer Institute Board

Representatives of New York's Variety Tent 35 have been reelected to the board of directors of the Institute of Applied Biology, the cancer research organization which is the New York Tent's Heart Project and which won International Variety's annual Heart Award at the Las Vegas convention recently.

The Variety Club representatives on the board of the Institute are: Irving Dollinger, Jack H. Levin, Ira Meinhardt, Tent 35 chief barker; Charles Okun and Charles Smakwitz.

$5000 at 'Jane' Benefit

WASHINGTON, May 18. — The Washington premiere of Columbia's "It Happened to Jane" at the Trans-Lux Theatre here tonight raised over $5,000 for the benefit of the Episcopal Home for Children. Top government officials and international dignitaries were on hand for the gala benefit, which was held under the patronage of the Rt. Rev. Angus Dun, Bishop of Washington.

Offering 'Switchblade'

HOLLYWOOD, May 18.—Sam Nathanson and Al Wieder, who recently acquired "Switchblade," a picture shot in Texas and Mexico, starring Robert Hutton and Carol Ohmart, report they will negotiate for the sale of the film to a major distributor in lieu of distribution through their franchise affiliates.

'Page One' Award Voted To Kramer's 'Defiant Ones'

Stanley Kramer's "The Defiant Ones" will receive the Newspaper Guild of New York "Page One" award for motion pictures at the Guild's annual ball June 26 at the Hotel Astor. A panel of Guild members voted the award to the United Artists release for its "civilized, adult approach in motion picture terms to one of the profound problems of our time."

Former President Harry S. Truman will be given the "Page One" award in public affairs at the June 26 event, and other citations will be made in the fields of journalism, science, sports, theatre, radio, television, music and labor.

'Philadelphians' Has World Premiere Tonight

Special to THE DAILY

PHILADELPHIA, May 18. — The world premiere of Warner Bros.' "The Young Philadelphians" will be held tomorrow evening at the Stanley Theatre here. Philadelphia notables and entertainment celebrities will attend the benefit opening sponsored by the Devon Horse Show and County Fair, with proceeds going to the Bryn Mawr Hospital.

Dick Clark Emcee

Dick Clark, the ABC-TV star, will be master of ceremonies for the premiere. Participating in the premiere festivities will be Arthur Kaufman, former president of Gimbels in Philadelphia and chairman of the premiere committee; Lawrence Kelly, president of the Devon Horse Show; the members of the Warner Bros. Transcontinental Star Parade that traveled coast-to-coast by Greyhound Scenicruiser from Hollywood to be present at the opening, and Richard Powell, author of "The Philadelphian," the novel on which "The Young Philadelphians" is based.

'Surrender' to A.A.

HOLLYWOOD, May 18. — Allied Artists has concluded negotiations with the Cory Film Corp. for distribution of "Surrender—Hell!" The film, photographed in the Philippines, stars Keith Andes, Susan Cabot and two Filipino stars, Paraluman and Nester de Villa.

J. M. Ricci Dies at 85

MERIDEN, Conn., May 18. — Joseph M. Ricci, 85, veteran exhibitor of this area, whose first theatre was built here in 1913, is dead following a long illness. At the time of his death he owned the Capitol Theatre here, managed by his son, A. Leo Ricci.

'Soldier

(*Continued from page 1*

focus on intensive local leve paigns via heavy cooperative tising in advance of key region dates set for the end of June, said. An important part of t vance exploitation campaign i a special series of full-page co for pictorial review papers i cago, Pittsburgh, Cleveland, Washington, Detroit, Los Ange Louis, Philadelphia, Dallas a Francisco.

In 25 Cities

In addition, UA is prepa series of color ads and facin page ads for heavy opening penetration in some 25 cities the country. Other importa ments of the over-all promot clude two United Artists rec bums, one of the soundtrack and another called "Constanc ers Sings to the Horse Soldier sonal appearance tours by John and William Holden: special turettes and newsreel clips; a previews; and book promotio Dell and Harpers.

"The Horse Soldiers" will l world premiere on June 17, in port, La., where location filmi done. It will debut on Broad June 24 at the Astor Theat break in key cities through country around the same tim

Leon Roth, vice-president Mirisch Company, which p the $5,000,000 epic, said that ture was shot from the very ning with an eye out for sum lease. It will thus be availa the entire season and take ad of the huge resort and vacat dience, it was stated.

Whole Budget 'On the Scr

Martin Rackin, co-producer Horse Soldiers" along with Jo Mahin, said that all of the $5, budget of the picture "is screen," pointing out that the no "major studio overheads" met and "none of the padding living which usually goes w locationing of movies."

From the very beginning, said, "our intention was to blue chip production." He d the salaries paid Wayne and —$750,000 each plus a percen the profits—by stating "I don creative people ever get to money."

'Net' To Open Ma

"The Man In The Net," Alan Ladd, will open with "The Maja" at the Loew's Metr Theatre in Brooklyn on May stead of "Steel Bayonet," as p ly announced. Both are United releases.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Ro Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vi dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single cop

FLEET ADMIRAL CHESTER W. NIMITZ, U. S. NAVY
728 SANTA BARBARA ROAD
BERKELEY 7, CALIFORNIA

2 May 1959

Dear Sam Bronston:

This afternoon Mrs. Nimitz and I together with about twenty friends and guests in the San Francisco Bay Area - had the great privilege and pleasure of seeing a private screening of your splendid "JOHN PAUL JONES" moving picture.

Permit me to congratulate you and your director-writer, John Farrow - on a wonderful re-creation of a most important part of the history of our country. You and Farrow will make millions of Americans conscious of the great contributions made to our successful revolution by JOHN PAUL JONES. You will make these Americans re-live the anxious times of George Washington's great struggle for freedom we now enjoy.

The picture far surpasses my highest expectations - and I am, humbly proud and thankful that you honored me by the dedication. I would be happier if you had dedicated it to the many fine men of our Navy and Marine Corps who have - from the beginning of our country given their lives to the success of our Revolutions and the preservation of our nation up to now. I will be pleased if you wish to change the dedication as suggested. The photography is excellent, the music impressive and suitable and pleasing. Again my congratulations and best wishes to you and Farrow for a job which certainly merits the Navy's "WELL DONE".

Best wishes and warmest regards.

Sincerely,

C. W. Nimitz

WARNER BROS'. WORLD PREMIERE OF "JOHN PAUL JONES"
WILL TAKE PLACE ON JUNE 16TH AT THE RIVOLI THEATRE, N. Y.

Technicolor

(*Continued from page* 1)

than $12,000,000 "prior to the subtraction of discounts to distributors and wholesalers."

Clark, substituting for president Herbert T. Kalmus, who was in Hollywood recuperating from recent surgery, also said that Technicolor's professional footage sales would approximate those of last year. He attributed this holding the line to the fact that while Hollywood has decreased its over-all production output, it is "emphasizing larger and bigger pictures, which call for the use of color."

Marquardt Pact Outlined

Another development that Technicolor is looking forward to with anticipation is an agreement announced at the meeting yesterday, which calls for the Marquardt Corp. to apply Technicolor's TV Bandwith Reduction System to military requirements. The system permits wireless transmission of television signals over greater distances on land and at sea without deterioration of picture quality, it was reported, and Marquardt will use it in the field of electronics and advanced military systems.

Technicolor, Inc. had a consolidated net loss of approximately $44,630 or two cents a share, during the first four periods—four weeks each—of 1959, as compared with earnings of $78,971, or four cents a share, in the same period last year, it was announced. Clark said it would be "impossible" to predict exact earnings for the whole of 1959, but said they could turn out to be about the same as last year, namely, 28 cents per share.

Reports on Foreign Activity

Clark also reported that Technicolor, Ltd., a subsidiary, had earnings before taxes of 65,000 pounds in the first three months of 1959, as compared with 67,000 pounds in the same period of 1958. Technicolor Italiana, which began operations in Rome in May, 1958, will report a loss of about $45,000 for its first year. Clark pointed out that the earnings of the foreign companies are not included in the figures reported for Technicolor, Inc.

David S. Shattuck, treasurer, read a letter from Kalmus which stated that Technicolor is "devoted to raising itself to new plateaus." Kalmus was quoted as saying "our competitors marvel at our degree of accomplishment" in the field of consumer processing and developing.

Yesterday's meeting was relatively quiet, until John Gilbert, a regular at stockholders meetings, tried to have the session adjourned until what he termed "proper proxy statements" were put in the mails. A vote was held to see if stockholders would vote to join Gilbert in his proposition, but they were almost overwhelmingly in favor of management and the meeting continued. Gilbert later engaged in heated arguments with Hugh Fulton, Technicolor counsel and a director, and with several stockholders, but succeeded only in getting both sides of the dais perturbed.

The principal business before stockholders was the election of four directors for a period of three years: Kalmus, Lester G. Clark, Leonard S. Lyon and William G. Rabe.





A scene from "A Hole in the Head."

A Hole in the Head

CONTINUED FROM PAGE 1

lyn Jones, Edward G. Robinson, Thelma Ritter, Eleanor Parker and Keenan Wynn would be an impossible task. Matching all them, laugh for laugh, and tear for tear, is the performance of Hodges. The finished product is a tribute to Frank Capra's genius as a director and his ability to bind together the rich and varied ingredients.

Sinatra, widower, dreamer, gambler and promoter, lives on the brink of bankruptcy with his young son, Hodges, as the proprietor of a small but pretentious hotel on the edge of Miami's gaudy resort community. Guest in the hotel is Miss Jones, pleasure-seeking, thrill-loving, bongo-playing temptation to Sinatra to give up the struggle to keep his son with him. Beyond that her role adds little to the furtherance of the plot but contributes enormously to the scenery.

Desperate for money when the sheriff threatens to attach the hotel, Sinatra, turns to his older brother, Edward G. Robinson, and his sister-in-law, motherly Thelma Ritter, proprietors of a clothing store in the Bronx. They fly to the rescue, not for prodigal Sinatra's sake but for the sake of the boy, but they pose a condition. Sinatra must marry respectably, preferably Eleanor Parker, attractive widowed friend of Miss Ritter, following which Robinson will set him up in business as a storekeeper.

Reluctant to deceive Miss Parker, but driven by his desire to keep his son with him, Sinatra turns for help to Keenan Wynn, friend of earlier penniless days but now an international promoter. On a party with Wynn, he wins enough money to save his hotel at Hialeah but promptly loses it in a further attempt to impress Wynn who brushes him off when he finds he is a sponger. In a touching climax he decides to send the boy home with Robinson and Miss Ritter, a plan that fails when the boy, Robinson, Miss Ritter and Miss Parker all decide they cannot abandon him.

Replete with comedy situations which are a foil to the basically sentimental story, and tinselled with the sensuous attractions of Miss Jones and the gaudy surroundings, the production has something for everybody and plenty for the box office.

Running time, 120 minutes. General classification. July release.

JAMES D. IVERS

Miss Hayward Honored With Argentine Award

Argentina's "Golden Gaucho" statuette was awarded yesterday in absentia to Susan Hayward at the Argentine pavilion of the World Trade Fair in the Coliseum. The presentation was made by the Argentine Consul-General Ramon Casanova to Robert Wise, director of "I Want to Live!" who accepted for Miss Hayward, voted the best actress for her performance in that picture at the Mar Del Plata film festival in Argentina.

Westmere Picketin Ends; Contract Sig

Special to THE DAILY

ALBANY, N. Y., May 18.- ing of the Turnpike Drive-In, urban Westmere, which c throughout its winter months eration by Alan V. Iselin, e cently with the signing of contract between him and Pr ists Local 324, of Albany.

Iselin said the agreement one man in the booth, his b "first" among the unionized of the Albany area to achi Iselin's Auto-Vision, in East bush, continues under an u contract.

The circuit-operated indo tres of Albany, Schenectady a have negotiated one-man-in-t deals, with the IATSE oper cals, during the past year.

'Fisherman'

(*Continued from page*

oli Theatre here on a reser 10-performances-a-week basis

Announcement of the debu film was made yesterday jo Irving H. Ludwig, president Buena Vista Film Distributi pany, and E. H. Rowley, vice-president of the Unitec Theatre Circuit, operators Rivoli.

20th-Fox Holders

(*Continued from page*

upon last month but consu is awaiting the required sto approval.

Stockholders also will vote proposed reelection of 10 directors and on abrogation striction against the sale wi years of stock acquired by company officers through op

See Favorable Rep

(*Continued from page*

and the outlook favorable pa strong gains have been mad TV division, pushing the c stock to new highs recently.

Reelection of AB-PT dir expected at today's meeting.

'Dog' Breaks Rec

KANSAS CITY, Mo., Ma With long lines for nearly e formance and numerous pa ing turned away, the Uptow in Kansas City established n records during the past w with Walt Disney's "The Dog." On the basis of receipt the theatre's gross for the f will be around $20,000.

Fast Start for 'Ja

BOSTON, May 18. — C "It Happened to Jane" rolled $10,433 gross in the first fiv its world premiere engageme Astor Theatre here. Business building up steadily since the on Wednesday, reaching a $3,367 on Saturday.

pand Para.

(Continued from page 1)

resources of the company will ployed to acquire and develop tant creative talent and material phases of production."

eman, who has been in ill health suffering a coronary some time ad asked to be relieved of his while on a visit to the home of- ree weeks ago. His resignation ccepted by Balaban on Satur- and Karp, Freeman's executive nt at the studio since 1940, was l to succeed him.

ill Continue as Consultant

eman will continue with Para- on a consultative basis and, ers here believe, new executive ction talent may be named to with Karp, a lawyer, who was ed to the studio from the home in 1932.

eman, reached at the studio to- told MOTION PICTURE DAILY e wishes he could do for Karp Karp has done for him, as he en carrying the load for a long and added, "we are switching ns."

eman also said that he will ly continue as chairman of the of the Association of Motion Producers until the next elec- March, 1960, and hopes at me he will be replaced, as he ld this post for the past 15

Lauded by Balaban

ccepting Freeman's resignation n said: "Frank Freeman has re than 20 years been a foun- stone of Paramount, and in the of all of us so shall he always . His devotion to the company, m loyalty and deep integrity nriched us all. No hours have o long, no task too great. He en of himself constantly in his st dedication. As head of our he has been respected, not only loyal co-workers at Paramount, by the entire industry. In his and in his participation in affairs he has brought great to our industry. He was and at source of pride to his many throughout the film world. ly we all understand his deci- work less arduously in order ver his physical well-being."

eman Praises Co-Workers

is statement of resignation, n said in part: "It would have mpossible for anyone to have forded any more loyal coopera- d help than I received from mbers of the Paramount organ- To all of them I say thank d especially to Barney Bala- the directors of the company friendship and loyal coopera-

t I will remain associated with unt, assuming such responsi- as are within the limits of my abilities is, of course, a f great pleasure and satisfac- me. I am especially pleased k Karp, my loyal associate for s, has agreed to take over the duties as head of the studio. Paramount, in my opinion, could not have found a better man for the position."

Commenting on the appointment of Karp to the key post at Paramount, Balaban said: "What Frank Freeman has said about Jack Karp is a sentiment I fully share. It was a source of extreme satisfaction to me that the person recommended by Frank Freeman as his successor, capable of filling this most important executive position, was available from within our own ranks."

REVIEW:

The Mysterians

MGM-RKO Teleradio—CinemaScope

THERE ARE PROBABLY more rocketships, flying saucers and other space age inventions in this Japanese-made science fiction thriller than in any other entry of its type of recent date. Even the most jaded action fan will have to admit that some of the scenes of mass catastrophes, the seemingly endless sky and ground skirmishes and the ultra-modern "Buck Rogers" settings have seldom, if ever, been equalled.

Smart showmen who plug these spectacular assets to the hilt should be amply rewarded, especially since the CinemaScope and Eastman Color release will be available during the peak summer vacation months. Although the cast is predominantly Japanese and the dialogue is dubbed, these are entirely secondary considerations, for they in no way detract from the over-all effectiveness of the piece.

The Mysterians are the former inhabitants of a planet named Mysteroid, which, according to the screenplay by Takeshi Kimura, exploded many centuries ago and left a group of small stars inhabited by intelligent life. During the course of the story, they are attempting to make a landing on earth and eventually take over the whole planet.

These attempts are first made in a series of catastrophes such as landslides and earthquakes and even an attack by a huge robot which shoots death-dealing rays from its eyes. The robot is finally destroyed, but soon after, the earth splits open and a tremendous dome emerges. This is the headquarters of the Mysterians, who threaten the earth with extinction if their demands, including intermarriage with earth-women, are not met. The earth leaders, however, agree not to submit to these demands, and the rest of the picture is involved with their efforts to wipe out the Mysterians.

The chief protagonists of the story are two scientists, Akihiko Hirata and Kenji Sahara, the first allying himself with the Mysterians to study their way of life and eventually playing an important part in their destruction.

The RKO Teleradio picture, which is being released here by MGM, was produced by Tomoyuki Tanaka and directed by Inoshiro Honda. The English version is by Peter Riethof and Carlos Montalban, and supervised by Jay Bonafield.

Running time, 85 minutes. General classification. Release, in June.

WARREN G. HARRIS

'Philadelphians' Group To Be Honored by W.B.

Warners will be host at a cocktail party at the Playbill Restaurant here on Thursday to the group of Hollywood "new faces" making a national bus tour on behalf of "The Young Philadelphians." The party will celebrate completion of their coast-to-coast goodwill tour on behalf of the industry.

In the group to be honored are Erin O'Brien, Jack Kelly, Connie Stevens, Roger Smith, Diane Jergens, Will Hutchins, Arlene Howell, Ty Hardin, Alan Hale, Jr., Troy Donahue, Peter Brown, Jacqueline Beer and Louis Quinn.

Plan Questionnaire

(Continued from page 1)

supply information on the number of employes who'd be affected by minimum wage extension, present pay scales and the number of workers in each salary group, the age and family status of the workers, and other relevant information. Brylawski said he hoped to obtain this by getting data from some 40 to 50 theatres in the Washington area—covering drive-ins and indoor, large and small, chain and independent—and build up typical figures for the industry from this sampling. He said he hoped it would not take too long to assemble this information.

Germans May Produce Cinemiracle Feature

From THE DAILY Bureau

HOLLYWOOD, May 18. — Several German motion picture producers want to make a feature production in the Cinemiracle process, Rudy Travnicek, president of Modern Cinema Systems, Munich, stated here today. The proposed production would be financed by German sources, if acceptable to National Theatres, he stated.

New Proposal

(Continued from page 1)

to any enterprise selling over $500,000 a year.

Exhibitor officials last Friday testified before a Senate Labor Subcommittee urging that theatres remain exempt from the law.

Appearance Postponed

The Administration stand was to have been presented to the Subcommittee today by Labor Secretary Mitchell, but his appearance was postponed until tomorrow. Senator Prouty (R., Vt.), a member of the committee, however, jumped the gun on Mitchell and made public the Administration's bill.

An Administration explanation of the bill made public by Prouty made it plain that the $1,000,000 input standard and the 100 employes test would be the standards for a chain as well as for an individual, independent theatre. It said the figures would apply whether the activities were "performed in one or more establishments or by one or more corporate or other organizational units."

Coverage Based on Sales

The union-backed bill introduced by Senator Kennedy (D., Mass.) has no test based on the number of workers. Moreover, as already noted, it would base its coverage on sales rather than on the value of items brought in from outside the state.

Frisco Toll-TV

(Continued from page 1)

for franchising any pay-as-you-view outfit.

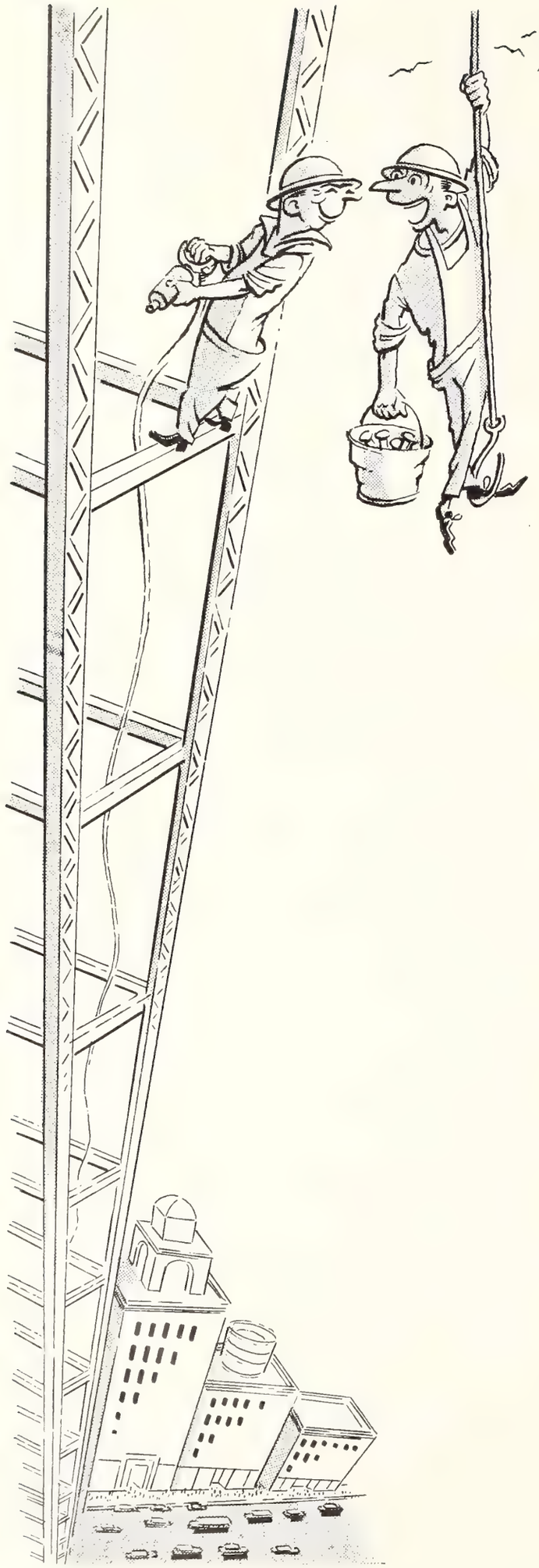
Mayor George Christopher's legislative committee has voted unanimously to oppose the two State Assembly bills giving the State Public Utilities Commission control of pay television. The bills, introduced by Assemblyman Louis Francis, would require State permits for pay-TV operations and would prohibit use by pay-TV firms of programs that are shown free elsewhere in the State.

The Mayor's committee's opposition to both measures, however, is based solely on the grounds that they might prevent the city from levying use and franchise taxes on pay-TV.

Filed Two Bills Last Year

Last year Francis was chairman of a legislative committee which held public hearings throughout the State, the point of which was to establish grounds for legislative action on pay-TV control and which subsequently resulted in the two bills Francis introduced.

Of all the cities in the State where the hearings were held, San Francisco, noted for its hostility toward pay-TV, was the only city with official spokesmen opposing State jurisdiction. Whereas the other hearings were routine affairs, the San Francisco meetings were replete with fireworks. Aligned with official city spokesmen were representatives of the theatre exhibitors, notably Arnold Childhouse, treasurer of the United California circuit of 100 theatres.



who says... you can't buy word of mouth?

Buzz Builds Biz . . . Talk makes a Picture Move . . . and TRAILERS MAKE 'EM TALK!

They wake up your customers and start 'em buzzing about your coming attractions. Money Talks . . . and Talk Makes Money. Smart showmen know that it's the trailer that starts 'em talking.



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

All News that News

MOTION PICTURE DAILY

Concise and to the Point

, NO. 96 NEW YORK, U.S.A., WEDNESDAY, MAY 20, 1959 TEN CENTS

al Meeting

-PT Ready Back New oduction

nson States Prospect; Revive Own Filming

an Broadcasting-Paramount is prepared to finance new n by independent producers swell reasing of pic- ailable es but ely to oduc- its own ear fu- eonard n s on, told PIC- DAILY fol- e com- nual meeting of stockholders me office.



L. H. Goldenson

eeting reelected all 12 AB- ors and added to the board ontinued on page 6)

AB-PT Meeting p New Promotions

e affiliates of the northern of American Broadcasting- t Theatres will meet at Ki- ake, N. Y., next Monday and to devise a strong product drive for releases set from r through December.

eeting was called by Edward n, vice-president, and will e at the Concord Hotel. At- lso will be Leonard H. Gold- esident; Simon B. Siegel and ontinued on page 6)

SION TODAY—page 8

Minimum Wage Bill Criticized As 'Likely to Do More Harm Than Good'

By J. A. OTTEN

WASHINGTON, May 19.—Secretary of Labor Mitchell criticized a union-backed Democratic-sponsored minimum wage bill as going too far and likely to do "more harm than good." Senator Kennedy (D., Mass.) lashed back at a Labor Department plan as "grossly inadequate."

Kennedy is chairman of a Senate Labor Subcommittee holding hearings on proposals to extend minimum wage coverage, and sponsor of one of the union-backed bills. Mitchell

(*Continued on page 8*)

To Equip 30-40 AB-PT Theatres with 70mm.

In keeping with current trends in film production, the American Broadcasting-Paramount Theatres annual meeting of stockholders here yesterday was told by Leonard Goldenson, president, the company intends to install 70mm. equipment in a selected number of its key theatres throughout the country.

After the meeting, Goldenson said the number of installations would be between 30 and 40 and would involve a "big investment."

Arthur Pincus Named To MGM Int'l. Post

Arthur Pincus has been appointed director of international publicity, advertising and exploitation for M-G-M, it was announced yesterday by Morton A. Spring, president of Loew's International Corp. He succeeds David Blum, who resigned last week.

Pincus came into the publicity and

(*Continued on page 8*)

Pledges Columbia Aid To Saturation Openings

Special to THE DAILY

KANSAS CITY, May 19. — Jonas Rosenfield, Jr., Columbia Pictures executive in charge of advertising and publicity, told advertising representatives of eight theatre circuits meeting to plan the territorial saturation cam-

(*Continued on page 6*)

Advise Allied Units Study Toll-TV Campaign

From THE DAILY Bureau

WASHINGTON, May 19.—A letter-writing campaign in support of the Harris Bills on pay-television is recommended as "appropriate for consideration by the regional Allied associations" in a bulletin from Allied

(*Continued on page 7*)

REVIEW:

Middle of the Night

Sudan—Columbia

MORE THAN A MONTH before its general release here "Middle of the Night" received a signal honor which Columbia has shrewdly exploited in advance: It was screened at the Cannes Film Festival as the official entry for the United States. This special recognition turns out to have been merited, for the Sudan Production is an absorbing, adult drama that appears headed for both commercial success and critical esteem.

It tells the story of a romance between a 56-year-old widower, co-

(*Continued on page 6*)

'Holders Told

Fox Income For '59 Will Equal 1958

Skouras Reports First ¼ Figures Total $929,976

By WARREN G. HARRIS

President Spyros P. Skouras predicted at 20th Century-Fox's annual stockholder meeting here yesterday that the company's gross income for 1959 will be about the same as last year, when it was $124,-998,120.



Spyros P. Skouras

"The gross income of the last six months of 1959 will be equivalent to the first six months of 1958, just as our gross income for the first six months was prac-

(*Continued on page 7*)

Sale of Fox Studio Property Is Approved

20th Century-Fox shareholders at the company's annual meeting here yesterday approved the $56,000,000 sale of the Hollywood studio property to the 91091 Corp. of Webb & Knapp. The deal provides for a leaseback to 20th-Fox of about 75 acres on which principal production facilities are located, and does not include oil and mineral rights to the land, which will continue to be held by the film company.

Stockholders also approved a modification to 20th-Fox's stock option plan. This abrogates a clause restricting optionees other than president Spyros P. Skouras and—at his own re-

(*Continued on page 7*)

ANOTHER EMBASSY PICTURES RELEASE

JOSEPH E. LEVINE presents

THE FABULOUS WORLD OF JULES VERNE

Introduces a new screen technique that defies description!

PERSONAL MENTION

JULES LAPIDUS, Warner Brothers Eastern sales manager; RALPH IANNUZZI, Eastern division sales manager, and MEYER HUTNER, national publicity manager, will return to New York today from Philadelphia.

•

NAT D. FELLMAN, Stanley Warner executive, left New York yesterday for Chicago and the Coast.

•

MARTIN ROBERTS, director of promotion and sales services for NTA, returned to New York yesterday from Europe.

•

AL FISHER, United Artists assistant exploitation manager, will leave New York today for Shreveport, La.

•

EUGENE SKINNER, Dixie Drive-in Theatres executive, has returned to Atlanta following visits to the circuit's houses in the Carolinas.

•

PAUL CAVE, British talent agent, arrived in New York from London yesterday via B.O.A.C.

•

ROSALIND RUSSELL, and her producer husband, FREDERICK BRISSON, will leave New York aboard the "Queen Mary" today for London.

•

MARY and TOM JONES, of Jones Booking Service, Atlanta, have returned there from Montgomery, Ala.

•

SAM HARRIS, of the State Theatre, Hartford, and MRS. HARRIS are vacationing in Europe.

•

EDWARD G. ROBINSON, who returned to New York on Sunday from Europe, will spend about a week in Gotham before continuing his trip back to the Coast.

•

RUBE LEWIS, retired business agent of Local 84, IATSE, Hartford, now a resident of Los Angeles, has arrived there from the Coast for a visit.



Union Regulations Require Extra Pay for B-B Spots, Churchill Says

All rights to the music, lyrics, and copy contained in the radio spot announcements designed for the defunct industry business building campaign were assigned to the Motion Picture Association and Compo, and are not held by Donahue & Coe, the advertising agency which created them.

"We have no control whatever" over the announcements' use, "locally or nationally," Edward Churchill, president of Donahue & Coe, said yesterday, referring to reports that the agency could hold up distribution of the radio material to exhibitors who wanted to make use of it.

"The only difficulty that exists is the result of union regulations over which we, of course, have no control," Churchill said. "In simplest terms, the original payments made to the talent used on these spots—musicians, singers, announcers, etc.—limited, in accordance with union regulations, their use to a 13-week period."

Additional Payments Necessary

Churchill pointed out that these announcements were made "a great deal longer" than 13 weeks ago, and that the rules of the American Federation of Radio and Television Artists call for additional payments before authorization will be granted for broadcasting the spots.

"Donahue & Coe will be glad to do everything in its power to assist in negotiating the most favorable possible terms with the unions," Churchill said, "but it is probable that payments would amount to several thousand dollars. This is something we regret, but there just doesn't seem to be any way for exhibitors to use these spots without complying with the union's regulations.

"We sincerely hope that something can be worked out, rather than to permit to go to waste all the time, talent and energy which were freely poured into the creation of this material, not only by my associates at Donahue & Coe but also by men like Paul Lazarus and his entire committee, Maurice Bergman and Charles McCarthy of Compo, and literally scores of others," Churchill continued. "It would be unfortunate indeed if so much excellent material was never used in a joint effort to fulfill its original purpose of stimulating business at the nation's box-offices."

Agency Ads Available

As for certain business building newspaper layouts created by Donahue & Coe and other agencies, "no union problem exists so far as Donahue & Coe's material is concerned," Churchill said, "and we would be delighted to see our ads put to use." "Throwing modesty to the four winds," he commented, "we were really very proud of what we turned out for the industry campaign, and we were more than pleased to contribute our talents and services. But we'd be even happier if they served the function for which they were intended by helping to bring more customers into the theatres."

Drexler Sets Visits to Branches of Gevaert

Elias J. Drexler, recently appointed to the position of manager of the professional motion picture department of The Gevaert Company of America, will make his first visit to the company's branches in Los Angeles, Chicago, San Francisco, Dallas, Denver and Atlanta shortly.

In his new position, Drexler is responsible for the United States sales of Gevaert 35 and 16mm professional motion picture films and magnetic tape to the motion picture and television industries. He is assisted by Chris Thiers, who continues in his capacity as technical commercial representative.

Drexler was formerly an executive of National Screen Service, and has 14 years of varied experience in the professional motion picture field. During World War II, he was chief of the Preclusive Operations Division of the Foreign Economic Administration and deputy director of the Surplus Property Division.

'Look' to Hold Forum on U-I 'Earth' Campaign

Results of a continuing research program on the importance of the pre-selling of motion pictures through national magazine advertising will be presented to the heads of several leading theatre circuits by Look Magazine at a special luncheon at the Harvard Club here tomorrow. The national pre-selling campaign on Universal-International's "This Earth Is Mine" will be used as an illustration.

Robert Seaman will make the presentation on behalf of Look Magazine. Henry H. Martin, Universal's general sales manager, will be one of the speakers, as will Charles Simonelli, Eastern advertising and publicity department manager of Universal and chairman of the Eastern advertising and publicity directors committee.

'U' Acquires 'Born'

Universal Pictures has acquired American and Canadian distribution rights to "Born to Be Loved," a drama written, directed and produced by Hugo Haas, who also co-stars.

LETTER TO THE EDIT

CHICAGO,

SIR:

You will be pleased to know a consequence of the news ite the American GI Forum in PICTURE DAILY of Monday, concerning the premiere o Young Land," which was sp by our fellow-veteran comrade California GI Forum, its bo success with the Mexican the ing public is assured in the area.

It is fitting that this in movie premiere was awarded GI Forum of California inasr the movie is about Mexican p California.

The American GI Forum U.S. is a Mexican-American organization, although membe open to all.

S

JOSE ALVARADO, State Cl American GI Forum of

'Philadelphians' T Climaxed by Prem

Special to THE DAILY

PHILADELPHIA, May 19. city went "all out" for "The Philadelphians" tonight—for t ner Brothers film, which had i premiere at the Stanley Theat and for the group of 13 youn wood stars who culminated a to-Coast tour by Greyhound b a trip through the Quaker Cit to the acclamation of thousa

The premiere at the Stan sponsored by the Devon Hors and County Fair for the be the Bryn Mawr Hospital Func was enriched to the extent of as a result.

'Hill' Preview Slate Congress, Defense

From THE DAILY Burea

WASHINGTON, May 19. bers of the United States and Defense Department offic attend a buffet dinner and pr United Artists' "Pork Cho starring Gregory Peck, at headquarters here on Sunday

The special showing will b by Senator Richard B. Russel man of the Military Affairs tee; Peck; and Captain Clemons, real-life hero of the War, on which the Melville tion is based. Sy Bartlett, pro the UA release, and Mrs. also will be present.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Clul ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, R Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, V dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

"Hot box-office entry. Preview audience roared. David Niven (Academy Award) perfect. Shirley MacLaine a sheer delight."—VARIETY

"Sparkling! Full of fun! Pretty girls, comedy, sex, spice!"—M.P.EXHIBITOR

ASK ANY

"Excellent! One of top Spring-Summer box-office attractions. Terrific Sneak Preview reaction!"—M. P. HERALD

TRADE PAPER

"Top grossing prospects. Sure box-office winner. Storm of laughs. Audience reaction rarely equalled."—FILM DAILY

ABOUT M-G-M's

"Heaping dish of entertainment. Sneak Preview audience gave it unqualified approval. A howl!"—BOXOFFICE

"ASK ANY

"Tip-top rollicking show for mass audience. Glamour, romance, laughs. Hilarious!"—FILM BULLETIN

GIRL"!

"Saucy comedy for summertime boxoffice. Uproarious!"
—M. P. DAILY



TWA's mighty Jet fleet is growing b

NEW YORK TO LOS ANGELES ··

NEW YORK TO LOS ANGELES ··

NEW YORK TO SAN FRANCISC

NEW YORK TO SAN FRANCISC



TWA JETS NOW SERVE { NEW YORK · LOS ANGELES
WASHINGTON · BALTIMORE
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ur ...now 4 daily non-stops to California!



D'S FASTEST AND LARGEST JETLINER

OEING 707

See your travel agent or call TWA

TWA

TRANS WORLD AIRLINES

*Service starts May 31

AB-PT Ready

(*Continued from page* 1)

Joseph A. Martino, president of National Lead Co., and Alger B. Chapman, chairman of the board and chief executive officer of Beech-Nut Life Savers, Inc.

Reports of continued progress, particularly in the ABC-TV division, were read to the large assemblage of stockholders in the network's largest studio by Goldenson and Oliver Treyz, president of ABC-TV.

Avoiding Distribution Pact

Asked whether AB-PT planned to resume production on its own in the foreseeable future, Goldenson replied in the negative, explaining that the company's theatrical film production had to be halted when Republic Pictures dissolved its film distribution organization. The latter had acted as distributor of the AB-PT pictures and, Goldenson said, his own company's attorneys preferred that they did not make a distribution arrangement with a major company. Goldenson did not elaborate on the reasons but presumably they have to do with the company's Federal consent decree resulting from the industry anti-trust case.

Goldenson told the stockholders meeting that the company would continue its policy of eliminating unprofitable theatres from its operations. He said that the AB-PT circuit now is down to 505 theatres and that "100 or more will be dropped within the next several years. We will continue this process until we get to the point where we think our remaining theatres are on a sound economic basis."

Queried on Bowling Alleys

Questioned by a stockholder whether the company is alert to opportunities to convert unprofitable theatres to bowling alleys and other purposes, Goldenson replied in the affirmative stating that a continuing survey and report is made available by the Brunswick and A.M.F. companies. He said the Fulton Theatre, Houston, had been converted to a 20-alley bowling center, as have others.

He reported continued gains for the television network with first quarter billings 19 per cent ahead of the corresponding period last year which he said represented a larger percentage and dollar increase than that of competing networks. No earnings figures were revealed, the first quarter report having been made last month and it being too early to predict results for the first half.

Loss for Radio Network

However, in addition to the continuing progress of the television network, Goldenson said theatre results compare favorably with a year ago and the radio network is progressing although operating at a loss. Am-Par Records continues to show improvement. AB-PT has purchased Weeki-Wachee Spring, a 600-acre tourist attraction near St. Petersburg, Fla., as part of the company's diversification program within the entertainment field. AB-PT also has a 35 per cent stock interest in the Disneyland Park.

The meeting was uneventful with virtually the only stockholder criticisms being centered upon loss of the Firestone Hour and the Metropolitan Opera telecasts to the network. Goldenson explained that it was uneconomic to keep the programs longer.

Noting that many of the network's filmed programs are produced by Warner Bros., one stockholder wanted to know why AB-PT Films wasn't used more to provide programs. Goldenson replied that eventually the subsidiary will be able to do so but the company also prefers to obtain quality programs from a variety of available sources.

Also replying to questions, Goldenson said he has not changed his publicly expressed views in opposition to pay TV, and said the network would not begin conversion to color TV until color sets were available to the public at prices comparable to those for black and white.

He said free parking tie-ins are working well for theatres using them and reported that AB-PT's downtown theatres are doing relatively better than neighborhood houses.

The directors reelected are: A. H. Blank, John A. Coleman, E. Chester Gersten, Goldenson, Robert H. Hinckley, Robert L. Huffines, Jr., Sidney M. Markley, Walter P. Marshall, H. Hugh McConnell, James G. Riddell, Simon B. Siegel and Robert B. Wilby. The latter did not attend yesterday's meeting due to illness. There were 3,539,950 shares represented out of a total of 4,149,265 outstanding.

The directors met subsequently and reelected all officers.

Middle of the Night

CONTINUED FROM PAGE 1

partner in a New York garment firm, and his 24-year-old secretary. They have an illicit affair and eventually decide to get married despite the difference in their ages and the strenuous objections of the families of both on that and other grounds.

In insensitive hands this might have been a sordid or sensational soap opera film. Fortunately the script was written by Paddy Chayefsky from his successful Broadway play of the same name. That means the simple story outline is richly filled out in the manner of Chayefsky's "Marty" and "The Bachelor Party" with characterizations that have flavor and scope. In the leading roles Kim Novak and Fredric March have parts that are immensely actable, and they give performances that patrons will talk about.

Especially good is March as the aging widower caught up hopelessly in an infatuation for a young girl. The actor movingly suggests all the man's feelings—his loneliness, his aching desire for love again, his fear of death and old age, and his uncontrollable fits of jealousy over the young girl he adores. And the heroine is no stereotype either but a real person, an emotionally immature girl full of doubts and longings which she feels an older man can quell and satisfy. The failure of her first marriage to a man her own age has added to her feelings of insecurity, and this is only one of the obstacles in the way of her search for happiness with her employer.

TOGETHER Miss Novak and March play out some strong dramatic scenes as their love affair moves through extreme passion on his part, uncertainty on hers, quarrels and misunderstandings, to an apparently happy conclusion.

As counterpoint to this somewhat sombre story Chayefsky introduces some humor, most of it achieved through the reactions of the two families to the May-December romance. The widower's daughter, for instance, analyzes the attachment with psychological cliches while obviously harboring a father complex herself and the heroine's mother lets in all her neighbors to get a look at the "old man" running after her daughter.

The New York City background is sketched in with accuracy, not only in the location photography but in the depiction of the garment business and its personnel.

Acting in the supporting roles is first-rate—Glenda Farrell as the loud-mouthed mother of Miss Novak; Joan Copeland as the mixed-up daughter of March; Martin Balsam as her long-suffering husband; Lee Philips as Miss Novak's first husband; Lee Grant as a nosy neighbor; and Albert Dekker as the partner of March.

Delbert Mann directed competently, and George Justin produced. Running time, 118 minutes. Adult classification. Release, in July.

RICHARD GERTNER

See $2,000,000 for 'Room at the Top' Here

The British film, "Room at the Top," is expected to gross $2,000,000 in the U.S. based on initial engagements, Irving Wormser, president of Continental Distributing, Inc., said yesterday. The picture has been booked in key city "A" houses by Stanley Warner, Fox West Coast, Loew's, RKO, Paramount Gulf, and others, he added.

Northern M

(*Continued from pag*

Sidney M. Markley, vice-
Jerome B. Golden, genera
and affiliates from New
cago Boston, Buffalo,
Minneapolis, Des Moines,
phia, Detroit, Salt Lake C
nix, Los Angeles and San

Hyman and Goldenson,
ed and spearheaded the pla
derly distribution," have
year that producers, distrib
exhibitors give every possib
to the last four months of
pointing out that, with ch
turning to school, all the bi
grams going back on the a
the other severe competitic
amusement patronage, such
a vital necessity to stem th
attendance.

The release information
compiled by Hyman in hi
From Hollywood" last M
been brought up to date b
the purposes of this meeting
cations are that the qualit
available during the four
question this year is substa
perior to what was availal
past few years, Hyman sai

Hyman added that this
just a forerunner to others t
held in local areas which t
affiliates will attend toge
other exhibitors in the
areas. At these meetings
information gathered at t
meeting will be divulged
attendance.

Pledges Columbia

(*Continued from pag*

paign on "It Happened to J
Columbia is "ready and abl
in similar conferences in
of the country at the requ
hibitors" to launch saturat
ings on any picture.

"We believe that a joint
al effort between exhibitor
tributor on area saturation
can produce highly favorabl
he said. "By pooling our res
can obtain maximum mile
our advertising, utilize our
of local conditions, and
our campaigns within a
period." The Columbia exec
that the company's offer wa
all theatremen, large circui
as independents. He pledge
support of Columbia's field
helping to launch and exe
saturation campaigns.

'Modern Times' Day-Date with Pl

Charles Chaplin's "Moder
which has been breaking
the Plaza Theatre here sin
issue several weeks ago, will
soon at the Victoria on Br
spokesman for Lopert Film
utor of the picture, said he
day.

The simultaneous booking
as long as the Plaza's busi
rants, it was stated.

20th-Fox Meet Voice of America'

pe recording of yesterday's lder meeting of 20th Century- as made for broadcast over Voice of America" by the States Information Agency, lly the first time such a tran- n had ever been made devoted merican corporation.

s Skouras and 20th-Fox also l another honor by being pre- with an award by the United lders of America for an an- eeting "which shows what ment should be like." The ation was made to Skouras jamin Javits.

vise Allied

(Continued from page 1)

headquarters here issued to- ith so many other campaigns derway, however, including behalf of the "white paper" imum wage legislation, "some leaders and members may e that it is not advisable to their influence" by adding toll-TV to the list, the bulletin

Allied statement was prepared am F. Myers, general counsel rd chairman, "to provide Al- mbers with some of the back- of the toll-TV bills and to in- em what the measures actual- ide, so they may act ad-

alls Difference of Opinion

s reviews in the bulletin the hich occurred in the Joint tee on Toll-TV over whether oup should actively oppose by cable as well as that by en some members of the Joint tee sought to push the battle both types, "certain" Allied tatives withdrew from the

explained that the Allied men action because cable-TV did n a menace; many exhibitors n piping prize fights into their and it seemed an untenable for them to oppose piping s into the home; and the pro- of toll-TV by wire involved tional questions "so grave eemed unwise to endanger our gainst the greater menace by the two together."

ar Cry from Total Ban'

analysis of the two Harris d their background, Myers ut that the more recent reso- ovides that the Federal Com- ions Commission may author- operations for limited periods. a far cry from the total ban the Joint Committee sought the first four years of its ex- Myers states. "It shows that Mr. Harris still trumpets his on to toll-TV he has yielded pressure exerted by the pro- of toll-TV and the national

Skouras Reports to 'Holders

(Continued from page 1)

tically the same as the last six months of 1958," Skouras said.

Earnings for the first quarter of this year were reported as $929,976, or 41 cents per share, as against $2,147,711, or 84 cents per share, in the comparable period last year. Film rentals, including television, were $25,499,453, as against $30,447,956 in the first quarter of 1958.

Concedes Some Were 'Flops'

Skouras attributed the slump so far this year to "several flops," especially "The Bravados," "A Certain Smile," "The Barbarian and the Geisha" and "The Roots of Heaven." But he was extremely optimistic about 20th-Fox's releases for the remainder of 1959. "The Diary of Anne Frank" will go into regular, popular-prices release this summer, as will "South Pacific." Currently, the company is doing well with "Inn of the Sixth Happiness," "Rally 'Round the Flag, Boys!" and "Compulsion," Skouras said.

20th-Fox Records, the company's recently formed subsidiary, "is just getting under way," Skouras said, "but we anticipate a profit in 1959."

Asked About 'Hidden Assets'

Skouras was asked a number of questions by stockholders about the company's "hidden assets." He said it was a "great mistake," not only on the part of 20th-Fox but all film companies, to sell their backlogs to home television, stating that if they hadn't, business would be 25 to 40 per cent better than it is today. Skouras said the only chance of 20th-Fox selling its backlog outright, instead of leasing pictures as it has done up to now, would be "if toll-TV comes and is regulated." He added that he wouldn't sell the backlog today for $125,000,000, "although there aren't any buyers."

Skouras predicted that there would be great value in the years to come in the 20th-Fox ranch, which comprises about 2,300 acres. Aside from the fact that the company could conceivably move its production facilities there once its 25-year lease with Webb & Knapp expired, Skouras said that the original purchase of the property involved $200,000, and "we wouldn't take $10,000,000 for it today."

Since the beginning of drilling for oil at the Fox studios, 18 wells have been completed at the number one site, Skouras said, pointing out that 16 are still pumping and two are gaseous. The company receives about $300,000 annually from oil it was reported.

Skouras said that 20th-Fox's "confidence is undiminished" in the motion picture industry, pointing out that one of the company's major approaches "in meeting the onslaughts of television" was the introduction of new personalities, "which is already paying off, though started only three years ago."

Praises ACE

Skouras was particularly elated about the progress of the American Congress of Exhibitors, in whose organization he payed an important part. "Let me congratulate the exhibitors on the progress they have made," he commented. "They are at work with active committees on all the important problems confronting them."

Asked about Eidophor, the company's large screen color TV system, Skouras said that the problem "is getting a picture size familiar to theatre audiences." The American Telephone and Telegraph Co. is working on this problem and expects to solve it within about two years, it was stated.

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magazines gazing greedily at the huge sums spent on television advertising. Their well-publicized slogans have been 'give toll-TV a chance' and 'let the American people try it and decide for themselves'."

Mainly on the basis that the Harris have been 'give toll-TV a chance' and will not necessarily discourage such tests by making the conditions more "onerous," Myers suggests that exhibitors and leaders in marking areas eligible for the tests "may want to consider whether it would not be better to hold their fire for the present and save ammunition for opposing the selection of their area later."

"And," he adds, "all may want to consider whether any letter-writing now can benefit them and whether the big challenge won't come when any tests that may be made are completed. The whole subject then will be wide open again and perhaps a new Joint Committee working as a team can function effectively."

Sale of Fox Studio

(Continued from page 1)

quest—production chief Buddy Adler —from reselling any shares during the two-year period following the exercise of their options.

Elected at the meeting were the following directors: Skouras, Colby M. Chester, Robert L. Clarkson, Daniel O. Hastings, Robert Lehman, Kevin C. McCann, William C. Michel, Thomas A. Pappas, B. Earl Puckett, and General James A. Van Fleet.

At a meeting of the board of directors, following the stockholders' meeting, the following officers were reelected: Spyros P. Skouras, president; W. C. Michel, executive vice-president; Murray Silverstone, vice-president; Joseph H. Moskowitz, vice-president; S. Charles Einfeld, vice-president in charge of advertising, publicity and exploitation; Donald A. Henderson, treasurer and secretary; C. Elwood McCartney, comptroller and assistant treasurer; J. B. Codd, assistant treasurer; Francis T. Kelly, assistant treasurer; Frank H. Ferguson, assistant secretary; J. Harold Lang, assistant secretary; Norman B. Steinberg, assistant secretary; William Werner, assistant secretary, and Morris L. Breggin, assistant comptroller.

Committees for Golf Tournament

Forty-eight industry figures have been named as chairmen and committeemen for the eighth annual film industry golf tournament and outing sponsored by Cinema Lodge B'nai B'rith to be held Thursday, June 18, at Briar Hall Golf and Country Club, Briarcliff Manor, Westchester, it was announced by Alfred W. Schwalberg, president.

They are: Martin Levine, chairman. Co-chairmen: Marvin Kirsch, Harold Rinzler, Alfred W. Schwalberg and Robert Sherman. Serving on the committee are: Herb Berg, Dave Dash, Jack Hoffberg, Mel Konecoff, Milton Livingston, Joseph R. Margulies, Don Mersereau, Allan Robbins, Norman Robbins, Cy Seymour, Robert K. Shapiro and Ted Sullivan.

The sponsoring committee include: Charles Alicoate, Robert S. Benjamin, Max Blackman, Charles Boasberg, Harry Brandt, Jack Byrne, George F. Dembow, Jay Emanuel, Ed Fabian, William German, Morey Goldstein, George Hornstein, Arthur Israel, Leo Jaffe, Stanley Kolbert, Arthur B. Krim, Martin Moskowitz, John Murphy, John O'Connor, John Phillips, Martin Quigley, Burton Robbins, Leslie R. Schwartz, Sol Schwartz, Ben Sherman, George Skouras, Spyros S. Skouras, Wilbur Snaper, Morton Sunshine and Lou Wolff. Noel Meadow has been appointed publicity chairman.

Cinerama Inc. Finance Contracts Are Signed

Signing of contracts for the previously announced financing agreement between Cinerama Inc. and the Prudential Insurance Co. of American and Robin International was announced yesterday by Hazard E. Reeves, president of Cinerama, Inc. The agreement makes $12,000,000 available to Cinerama Inc. for production of a series of Cinerama pictures and completion of a research and development program to improve the process.

Reeves indicated that he hoped to be able to make further announcements in the near future with respect to Cinerama's initial production plans. He confirmed the fact that Cinerama has under consideration more than a dozen possible pictures, including some possible co-productions with major companies. He stated that Cinerama is working actively on its plans for its initial production program.

Lee Retires; Is Dined

DETROIT, May 19. — Some 75 members of the industry gathered here last night at a farewell dinner for Joe Lee, retiring branch manager of 20th Century-Fox. Among those present were Alex Harrison, general sales manager, and C. Glenn Norris, assistant general sales manager. A wired greeting was received from Spyros P. Skouras, president of the company.

Preminger Lauds UA, Its Officials

By SAMUEL D. BERNS

HOLLYWOOD, May 19. — Otto Preminger today strongly criticized Jerry Wald for the 20th Century-Fox producer's recent attack on United Artists and its vice-president, Max E. Youngstein, as an organization "taking the cream off the bottle of milk" and "living in another world."

At a press conference here, Preminger paid high tribute to Youngstein, to UA and its top officials: Arthur B. Krim, Robert S. Benjamin and William Heineman for rebuilding their organization from a nearly bankrupt company by creating a distribution organization devoted to the independent producer, avoiding production of films for themselves.

Preminger said UA gave the independent producer a new status in the industry, with greater automony, "a new form of life for the independent which spread to acceptance by the majors, and without which this industry would not exist today."

Regarding his forthcoming "Anatomy of a Murder," which Columbia will distribute, Preminger said the release of the film will be timed to capitalize heavily on the flow of production publicity.

Terming the opening engagement of his production, July 1 at the United Artists Theatre in Detroit, as a precedent in expediency, since the film will be presented two weeks from the time of its completion, Preminger called attention to a record printing of 2,500,000 paper back books of the 1958 best seller which have been put into distribution in past 10 weeks, with plus factor of July bookings.

Preview Party for 'Head' Set in Hollywood Today

From THE DAILY Bureau

HOLLYWOOD, May 19. — Frank Sinatra and Frank Capra will be host at a "progressive preview party" for their forthcoming film for United Artists release, "A Hole in the Head," here tomorrow. The party will begin with a reception and dinner at Puccini's Restaurant for some 40 of the film capital's top columnists, photographers, city editors, managing editors, wire service editors and amusements editors.

Following the party the entire group will gather at the Screen Directors Guild Theatre, where an additional 400 guests, drawn from opinion making groups and organizations, will join Sinatra, Capra and their guests in previewing the Sincap Production.

Pinkus Named

(*Continued from page* 1)

advertising field after several years as a reporter for New York newspapers and a long stint as a free-lance writer. He joined M-G-M in 1944 and was appointed assistant director two years later.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

ZIV Productions will debut two new properties this season with one series, tentatively titled, "Challenge," starring George Nader as research scientist over the NBChannels alternately sponsored by Reynolds Tobacco and Chemstrand and the second package, titled, "Space" starring Bill Lundigan and sponsored by Lucky Strike Cigs. Ziv's "Bat Masterson," NBCurrently co-sponsored, renewed for a second season as of Oct. 1 with Sealtest taking over sole sponsorship. . . . After a decade as writer-producer at ad agencies, the last five years with Y & R, Tony Wilson has signed with Screen Gems to produce "Alcoa-Goodyear Theatre." . . . A gathering of about 150 of musicville's craziest, including Henry (The Neem) Nemo, Al (Jazzbo) Collins, Dick Shepard, Roz (Celebrity Service) Starr, Sid (WNTA) Sirulnick, Bert (Frank Loesser's Music) Siegelson and Dede (United Artists Records) Daniels and one square (us) descended en masse upon the Village Gate in Greenwich Village Monday afternoon where Art Ford presented Marty Holmes and his Orchestra. This Octet, featured on the Jubilee Label, is deep in the groove and the way Marty fills a horn is just about the end. . . . George Wood, Wm. Morris agency exec and his wife, the former actress Lois O'Brien, became parents of a baby girl, Michelle, born last week at the Mt. Sinai Hospital in Gotham. . . . Sportscaster Harry Wismer back from a week's biz trip to South Bend, Ind. Harry in addition to covering top sports events has been the "Voice of Notre Dame" for the past decade. . . .

☆ ☆ ☆

Tab Hunter will be seen as a guest star Mon., June 1 in "Summer On Ice," TVia NBC. As a teen-ager, Tab won the California Amateur Ice skating titles in 1949 and 1950. . . . Merv Griffin and Julann Wright of the "Rob't Q. Lewis Show" sang an "I do-et" last Monday. . . . Bob Craver and Ted Le Van have formed a new firm, M.V.T. (Mobile Video Tape) providing Ampex-equipped trucks, designed to shoot, record edit and deliver complete service for $500.00 per day. . . . The annual N. Y. Heart Assn. Dinner Monday nite at the Sheraton East Hotel, featured the presentation by Jane Pickens of "Heart of Gold" Awards to Steve White, Bud Ford, Johnny Andrews, Jerry Jerome and Moe Gale. . . . One of the nation's top disk jockeys, who in addition to spinning platters, is rated the Hub City's most favorite lecturer, is Carl deSuze, who starts his 20th year at WBZ in Boston. . . .

Achievement Awards Are Presented by FPA

Mayor Robert E. Wagner was honored last night with a special award by the Film Producers Association of New York at the organization's first "industry achievement awards dinner" held at the Plaza Hotel. Mayor Wagner was cited for his "continuing efforts to establish New York City as a major film producing center." The Mayor received his plaque from film star Monique Van Vooren aided by Carl Reiner, TV star and Nathan Zucker, president of the FPA.

Among the non-members receiving awards for "adding to the growth and prestige of the industry and aiding in the developing of New York City as a focal point of the motion picture industry were Nat Hiken, Paddy Chayefsky, Elia Kazan and George Justin.

Members of the FPA who received plaques for specific honors were Nathan Zucker, president of the FPA and Dynamic Films, Inc.; Walter Lowendahl, executive vice-president of Transfilm, Inc.; Martin Poll, president of Gold Medal Studios, and Hazard Reeves, president of Reeves Sound Studios.

Adams, Finberg, Davis Lead in UA Sales Drive

Byron Adams, United Artists branch manager in Jacksonville, Jack Finberg, branch manager in Cincinnati, and Isadore J. Davis, branch manager in St. John, lead their respective divisions in the thirteenth week of UA's "Roaring Fortieth Anniversary Sales Drive," it was announced by co-captains James R. Velde, general sales manager, and Roger H. Lewis, national director of advertising publicity and exploitation.

James Hendel, Central District manager, leads the district standings, and Sidney Cooper, Central and Southern Division manager, is leading the division standings. In the fourth week of the third lap of the sales drive, the following branch managers are leading in their various groups: Harry Segal, Boston; John Zomnir, Pittsburgh and Harry Woolfe, Vancouver.

Editors Dine Tonight

HOLLYWOOD, May 19. — The American Cinema Editors will stage their ninth annual awards fete tomorrow night in the Beverly Hills Hotel.

PEOPL

Norman Rosemont has been vice-president of Alfred Prod Inc., corporation set up to ha film, TV, recording and mus lishing activities of **Frederick** and **Alan Jay Lerner.**

□

Coley Brown, branch man Atlanta for the past 46 ye National Theatre Supply Co., tire on June 1 and will be there by **J. G. Thigpen,** w company since 1941.

□

Fred Kunkel, manager of t Theatre, Pittsburgh, is on a fi special assignment at the Theatre, Buffalo. **Charles F.** his assistant, is managing th during his absence.

Minimum Wage Bi

(*Continued from page*

testified before the subcommi day.

The Kennedy bill, which v posed by exhibitor witness week, would extend coverage Federal minimum wage law t tres and theatre chains grossin than $500,000 a year. It wo boost the minimum from the $1 an hour to $1.25 an hour.

The Labor Department b mally presented by Mitchell to prematurely unveiled earlier b tor Prouty (R., Vt.), would coverage to enterprises wit than 100 employes and buyin than $1,000,000 of goods a from across state lines. Mitche it clear today, however, the a tration would bring these firr under the minimum wage pr of the law and not under thos anteeing extra pay for work an eight-hour day or a 40-ho week.

Obviously, the Mitchell bil have far less impact on the i Not only is the dollar stand greater—both larger in amou also based on purchases rath sales—but also the overtime tion would be a major aid. E officials said most theatre e now meet the minimum wag ard, and expressed chief conce the prospects of extra overtin pensation.

New Gillin Status

Don Gillin, vice-president a manager of Sol Lesser Product the past eight years, has an a new non-exclusive agreem tween himself and the Less duction Company. In addition tinuing in the same capaci Lesser, Gillin will also serve ducer's representative with o dependent motion picture and sion producers. He will permanently in New York.

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

5, NO. 97 NEW YORK, U.S.A., THURSDAY, MAY 21, 1959 TEN CENTS

sclosed Buyer

ırner Sells ; California nch Tract

rt $10 Millions for Acres in L.A. County

er Bros. has sold its huge sas Ranch property in Los An- ounty to an unidentified pur- or a reported $10,000,000, it rned yesterday.

property consists of approxi- 2,800 acres of undeveloped two main thoroughfares about s from the company's main roperty in Burbank, Calif.

ers has owned the property past 20 years, having used duction of westerns and other films for a number of years quiring it. However, in more (Continued on page 2)

val Earnings Set rd for Jerrold

Special to THE DAILY

ADELPHIA, May 20. — Rec- nings for the Jerrold Elec- Corporation for the fiscal year February 28, were reported y Milton J. Shapp, president. ng revenues from sales and for the year totalled $7,658,- (Continued on page 2)

Aniline Hearing o Start June 11

rom THE DAILY Bureau

HINGTON, May 20.—A Sen- diciary Subcommittee has d hearings to start June 11 that would permit the gov- to sell General Aniline and orp. Paramount Pictures has (Continued on page 7)

ISION TODAY—page 7

New Blast At Kansas Censor Board Made by Attorney Gen.

Special to THE DAILY

KANSAS CITY, May 20. — The Kansas board of review, the state's censorship agency, drew a critical blast from John Anderson, Jr., Kansas attorney general, who spoke at a meeting of the Rotary Club in Wichita. Referring to the membership of the board, Anderson said: "This group is composed of three kindly, elderly ladies who view these films and pass on whether they should be shown in Kansas. These three persons have no particular training for the jobs they hold."

Tracing the history of the state's censorship law, he added: "We recognize that all the law isn't perfect —nor is the administration of the law perfect."

Leo Wolcott Dies; Was Allied States Executive

Special to THE DAILY

ELDORA, Iowa, May 20. — Funeral services will be held here tomorrow for Leo F. Wolcott, former president of Allied Independent Theatre Owners of Iowa-Nebraska and chairman of the board of that organization until his death yesterday.

Wolcott was also active in the affairs of national Allied, serving for many years on its board of directors (Continued on page 6)

Sues Over Tomlinson's Profit on Loew's Stock

A Loew's Inc., stockholder yesterday filed suit in U.S. District court here to recover for the company an alleged profit of $60,000 which it contended Joseph Tomlinson made improperly while a director of the company. Tomlinson, who resigned from the Loew's board early this year, was the instigator of an unsuccessful proxy contest against Loew's management.

Bernard Port, the complainant, alleged in his action that Tomlinson (Continued on page 6)

Kerasotes Speaks at Atlanta Convention

Plan to Save Small Theatres Proposed

Asks Sales Policy Be Revised to Offering Product on Yearly or Half-Yearly Basis

Special to THE DAILY

ATLANTA, May 20.—A reassessment of the methods of distributing product to small theatres so that they can continue to survive was proposed here today by George G. Kerasotes, president of Theatre Owners of America, in a speech to the joint convention of the Alabama Theatres Assn. and the Motion Picture Theatre Owners and Operators of Georgia.



George Kerasotes

Kerasotes called survival of small theatres one of the four basic problems facing the industry at present. The others he defined as securing more product and proper pre-selling; keeping the big post-48 pictures in theatrical re-release; and continuing to press the fight against toll-television in all its forms.

The TOA head attacked as "sheer nonsense" some recent statements that the industry would be better off if there were only 4,000 theatres in the country. "Movies are a mass media," he said, "built on mass interest and mass support, stemming from Main (Continued on page 3)

Fiscal '59 Profit for AA Seen By Burrows

With the current and final quarter of its fiscal year expected to be "very profitable" Allied Artists should be in the black despite a loss for the nine months ended March 28, George D. Burrows, executive vice-president and treasurer, reports.

The nine months loss is expected to be slightly less than the $201,980 deficit for the corresponding period a year ago. AA's total income for fiscal 1959, ending June 27 next, should approximate the $15,977,000 for the previous year, Burrows said. In that year, AA reported net loss of $1,189,688.

The improvement for the fourth (Continued on page 2)

Texas Drive-In Owners Study Speaker Thefts

Special to THE DAILY

DALLAS, May 20. — Texas drive-in owners are alarmed over the widespread theft of in-car speakers. Plans to take action were discussed at a recent meeting here of the executive board of the Texas Drive-In Theatre Owners Assn.

Tim Ferguson, Assn. president, reported also that the eighth annual convention here will probably be held in February with the exact date yet to be set.

Alabama Theatre Unit Elects James Gaylord

Special to THE DAILY

ATLANTA, May 20. — James W. Gaylord, Jr., of Troy, Ala., today was elected president of the Alabama Theatres Association at the joint convention of the association and the Motion Picture Theatre Owners and (Continued on page 3)

ANOTHER EMBASSY PICTURES RELEASE

JOSEPH E. LEVINE presents

HERCULES AGAINST THE GODS

DYALISCOPE · In EASTMAN COLOR by PATHE

FOR NEXT SEASON

PERSONAL MENTION

STEPHEN BOSUSTOW, president of UPA Pictures, has arrived in New York from the Coast.

•

MAURICE SEGAL, United Artists West Coast coordinator of advertising and publicity, will arrive in New York today from Hollywood.

•

IRVING H. LUDWIG, Buena Vista president, and JAMES O'GARA, Eastern division sales manager, will leave New York today for Toronto.

•

WILLIAM GOETZ will return to New York tomorrow from Vienna and Munich, where he launched the location filming of "A Magic Flame."

•

CHARLES AMSTERDAM, pioneer Philadelphia exhibitor and in recent years in the concessions business, has returned to the Quaker City from Florida.

•

MEL HEYMANN, office manager in the M-G-M advertising-publicity department, has become a grandfather for the third time with the birth of a boy, LAWRENCE JAY, to his daughter, MRS. MYRNA GREENHALL.

•

GEORGE THORNTON, owner of three theatres in Guin, Ala., has been discharged from a hospital in Birmingham and is recuperating at the home of his daughter there.

•

JIMMY MASON, British actor, will arrive in New York on Saturday from London via B.O.A.C.

•

BEN FREED, veteran exhibitor of Mauch Chunk, Pa., is recuperating in Magee Memorial Hospital for Convalescents in Philadelphia.

•

GREGORY PECK has arrived in Chicago from Hollywood on the first leg of a 10-day trip in behalf of his Melville Production of "Pork Chop Hill," in which he stars.

•

WILLIAM G. REICH, general manager of American International Export Corp., left here yesterday for the West Coast.



Jerrold Profit

(*Continued from page* 1)

371, a 26 per cent increase over revenues of $6,055,647 for the previous fiscal year.

After providing for depreciation equivalent to 41 cents per share of common stock, net income after taxes for the fiscal year amounted to $397,656 equal to 36 cents per share of common stock. This represents a 280 per cent increase over net income after taxes for the fiscal year ended February 28, 1958 which amounted to $105,281, equivalent to 10 cents per share of common stock after providing for depreciation in an amount equal to 35 cents per share of common stock.

Shapp attributed the favorable earnings to continued expansion of the company's established markets and the successful implementation of a diversification program which extends Jerrold's products and services into new areas of operation. He stated that after four years of market planning and engineering development, Jerrold completed its first significant series of closed circuit TV installations.

'Shake Hands' in World Bow in Dublin Today

Special to THE DAILY

DUBLIN, May 20.—More than 3,000 social and civic dignitaries, show business personalities, film industry executives and members of the international press corps will attend the twin-theatre gala world premiere of United Artists' "Shake Hands With the Devil" in the Irish Capital tomorrow.

The twin - premiere climaxes a month-long of activities and preparations by the Irish Government in behalf of the Pennebaker production. American and British notables and press were flown to Dubin via Irish Airlines to attend the openings sponsored by the Irish Government.

Flaherty Award Made

City College's Robert J. Flaherty Award for 1958 for "outstanding creative achievement in the documentary film" has been given to the United Nations film, "Power Among Men," it was announced by Yael Woll, director of the City College Institute of Film Techniques which sponsors the annual competition.

WB Star Tour Ends

The 3,575-mile Warner Bros. Transcontinental Star Parade came to an end yesterday with the arrival in New York of the Greyhound Scenicruiser carrying 13 young Hollywood stars to the opening of "The Young Philadelphians" at the Criterion Theatre this morning.

TENT TALK

Variety Club News

CINCINNATI — The annual "Old Newsboys Day" will be staged on Monday by the Variety Club and its auxiliary. A special Variety Club newspaper will be sold in Cincinnati and northern Kentucky, with proceeds going to Goodwill Industries of Woodlawn and to the newly-formed Kentucky unit of Variety Opportunity Workshop for the mentally handicapped.

△

ALBANY, N. Y.—The Variety Club of this city will hold a dinner dance on June 6 at the Shaker Ridge Country Club in Colonie. It will take the place of the annual affair which traditionally is held as a tribute to the retiring chief barker. The present incumbent in that post, however, is serving a second term.

△

SAN FRANCISCO—The wives of members of Tent No. 32 held their sixth annual Chuck Wagon Dinner at the Surf Club on Sunday. Sylvia O'Neil was chairman of this year's event, which was well attended.

Shaw Films, Players Win 14 Festival Awards

Special to THE DAILY

SINGAPORE, May 16 (By Air Mail).—Fourteen awards went to Shaw Organisation films and players during the sixth Asian Film Festival held in Kuala Lumpur, capital of the Federation of Malaya, May 4 to 8.

The most coveted award of the festival, the Golden Gong for the best film of the year, went to Shaw's "The Kingdom and the Beauty," which also won 11 other major awards. The Federation of Motion Picture Producers in Asia, which sponsors the annual event, now has eight member countries, but it is hoped that others, notably India will join in the near future.

Fiscal Profit for AA

(*Continued from page* 1)

quarter, he said, will come from excellent business being done by "The Al Capone Story" and "House on Haunted Hill." In the next fiscal year, AA will concentrate more on higher budgeted pictures than heretofore. It will lead off in July with "The Big Circus," starring Rhonda Fleming, Victor Mature, Cathy Grant Crosby, Red Buttons and Vincent Price. The Irwin Allen production will have its New York premiere at the Roxy Theatre, the first AA release to play the huge Broadway house.

Warner S

(*Continued from page*

recent years it has been rarely.

A Los Angeles bank acted for the purchaser wh tity has been closely guarde tions are the buyer plans to the property, possibly with tial development, and is en to add adjoining property to ings before disclosing his pla project.

Tests some time ago repo vealed no indications of o property.

The sale is regarded in circles as explaining in large the recent new upsurge i interest in Warner Bros. st issue rose several points t approximating its high for of 43½.

Mindlin, Levy Co

Michael Mindlin, Jr., and Raoul Levy have formed a duction company with hea here. Mindlin will produce for the company as well as Levy's interests in the U.S. cently signed a three-year Columbia Pictures. Plans for company also include activi legitimate theatre and fields.

Ohio Council Ele

CLEVELAND, May 20. – tion Picture Council of Grea land has announced the new slate of officers to ser the coming year: president sor Millard L. Jordan of F lege; vice-president, Mrs. Prutton; recording secretary W. Andreas; treasurer, Mr Gibbons.

•

aircraft: COMET
(pure jet!)

flight: MONAI
(de Luxe and First C

frequency: NIGHT
(leaves New York at

destination: LONDO

BOA

reservations through your Trave
BRITISH OVERSEAS AIRWAYS CO
Flights from New York, Boston
Detroit, San Francisco, Montreal.
in Atlanta, Dallas, Los Angeles, M
adelphia, Pittsburgh, Washington,
Winnipeg, Toronto.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, New
Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Cl
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondent
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as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single c

xecutives Told Hercules' Drive

Blumenstock, Embassy Pic- ice-president, was the only at the luncheon of the New apter of the Sales Promotion es Association held at the Plaza Hotel here yesterday. summing up his company's n for the forthcoming "Her- Blumenstock said "I don't orrowing from Madison Ave- marketing and merchandising r exclusive terms. They cer- draw on our industry in and means, to market and dise their client's wares. How eir harnessing of our old 'gal- ntypes' to get their audiences and hear their advertising ."

d Wine in New Bottles'

ssy's "Attila," Blumenstock but, "was played while it was in the public's mind and desired by the exhibitors. eated this excitement and de- ? Old wine in new bottles! vintage of hard-hitting, unin- howmanship in the new bot- esh daring merchandising."

nstock told members of the that you might profit—not ly by what I am saying here her by what we are doing. ur promotion gears with us r aggressive motion picture . Getting product plugged vision giveaway show is not of all things. Certainly, use s. But supplement them with l-fashioned movie showman-

al Film Opens s City Branch

rom THE DAILY Bureau

ANGELES, May 20. — Ex- into the midwest was an- today by General Film ries, a subsidiary of the San -based Pacific Industries, lities have been established ower and Light Building of ity, Mo., to increase services owing industrial and educa- n market in that area, G. Hunt, president of General oratories, said.

Leehn, formerly with Calvin , a leading film production ion headquartered in Kansas l be in charge of the new Film operation.

tend UA Parties

han 75 leading independent , circuit heads and film buy- lping United Artists to cele- 40th anniversary at branch d special screenings in Char- Louis, Memphis and Mon- week. Part of UA's year- bration, the parties at the hanges commemorating the s 40th year, are being hosted d Keeter, Charlotte; E. J. St. Louis; and Sam Kunitsky, all United Artists branch

Plan to Save Small Theatres

(*Continued from page* 1)

Street of the small towns. Big city theatres need the small theatres to nurture public interest in the movies. Small city theatres need the big city theatres to help pre-sell their product. Hollywood—the producers and distributors—needs them both to make a profit."

Kerasotes then outlined a program of "reassessment" of the method of serving small theatres, which requires "acceptance of a new premise by both distribution and exhibition."

Sets $500 as Basis

He said that distribution must accept the fact that the same rental formula for first-runs and bigger subsequent runs can't apply to the small theatre. "Specifically," he explained, "I ask that distribution furnish pictures to small theatres so that a film grossing $500 or less will be sold at a fair, flat rental. On such terms, I feel, any aggressive small town exhibitor should be able to make a small profit and stay in business."

Distribution could survive under such a program, he asserted, if it would revise its sales policy for small theatres of sending a salesman on the road selling pictures at $20 or $30 or even $50 rental to a small theatre —doing this picture, by picture; making a fresh trip every time there is a picture to sell.

Instead Kerasotes suggested that distribution sell its product on a yearly or half-yearly basis to small theatres. On one trip the salesman would sell all his future releases the theatre wanted to buy. The paper work, the travel expenses, the overhead savings that would result for distribution would more than make up for any decrease in rentals on any specific picture from any theatre, the TOA head contended.

For his part, Kerasotes said, the small theatre exhibitor must feel it is better to play a new picture while it is new, at higher but reasonable rental, than to wait months or even a year in order to play the picture at a flat rental, when its momentum has been lost.

Sees Loss in Sales to TV

Turning to post-48 films, Kerasotes cited figures which he said illustrate that the film companies have lost millions in film rentals due to the competition of TV to their current product. "How much longer will it take," he asked, "before the film companies appreciate the enormity of their mistake in selling pre-48 product and how tremendously it is eating into their current revenues? This is why I say the retaining of the better post-48 films in theatrical re-release channels is the only sensible, economical answer to the existing problem."

On toll-television Kerasotes said progress has been made "but we are not yet out of the woods." He urged that Congress be encouraged to limit cable-TV which now "presents a graver immediate danger than the broadcast method."

Would Improve Projection

The Georgia-Alabama exhibitors were also urged to take action in two other areas—saturation openings, the proper merchandising of pictures; and projection improvement. On the first Kerasotes suggested adoption on a wide scale of the plan of Great Plains States exhibitors in promoting "The Hanging Tree" and "Alias Jesse James" with special local campaigns with the distributors matching money put up by the theatre men for a radio saturation program. This is the "new look" in merchandising, he said, "and the one proven replacement for the disappearing national pre-selling on the good picture that will take it out of the ordinary class and make a top grosser of it."

Johnston to London, Paris in Early June

Eric Johnston, Motion Picture Export Association president, is scheduled to leave here for London in about 10 days to participate in an international economic conference to be held there June 2.

Following the London conference, Johnston may go to Paris for preliminary talks on a new film agreement with French government officials. He is scheduled to be joined in the talks there with Griffith Johnson, MPEA vice-president for the Continent. Johnston may visit other European capitals before returning to the U.S.

Texas Group Moves

DALLAS, May 20. — David Shapiro, executive secretary of the Texas Drive-In Theatre Owners Association, has announced the Association's office has been moved from 1710 Jackson St. to the Trade Mart located at 2100 Stemmons Freeway.

Name Miss Hayward to Georgia Governor Staff

Special to THE DAILY

ATLANTA, May 20. — Lt. Gov. Garland T. Byrd of Georgia today named Susan Hayward an honorary lieutenant colonel of the governor's staff in recognition of the Academy Award winner's "outstanding performance" in 20th Century-Fox's "Woman Obsessed." At a luncheon held here by the Theatre Owners of Georgia and Theatre Owners of Alabama, president Tommy Thompson officially welcomed the actress to the State of Georgia, where she resides with her husband and two children.

Thompson presented Miss Hayward The Golden Peach Award, symbolic of the State of Georgia, during the luncheon-ceremony. In addition to citing her portrayal in "Woman Obsessed," Thompson called attention to the actress' role in "I'd Climb the Highest Mountain," filmed in Georgia several years ago.

PEOPLE

Edwin Stewart, assistant to **Jack Sanson,** resident manager of the Stanley Warner Strand Theatre, Hartford, has been named manager of the circuit's Palace Theatre, Norwich, N. Y., succeeding **William Decker,** who takes a similar post at the Garde Theatre, New London, succeeding **John E. Petroski,** who died recently. **Mrs. Olive Recave,** one-time aide to **Sanson** at the State, Manchester, succeeds **Stewart** in Hartford.

□

Clyde S. Waugaman, former operator of theatres in Ligonier, Apollo and Bolivar, Pa., has been named manager of the Rowland Theatre, Wilkinsburg, Pa., which the Stanley Warner circuit has reopened following six months of darkness.

□

Sanford Greenberger has taken over management of the Fairmount Theatre, Cleveland, which was managed by his brother, **Leonard,** until his recent death. The house is owned by **Henry Greenberger,** father of the two.

□

Floyd Maxwell, for a number of years theatre manager for the J. J. Parker and Evergreen circuits in the Northwest, has established Floyd Maxwell and Associates, public relations organization, in Portland, Ore.

□

Robert Hirsch, owner of the Thousand Islands Park Theatre, Alexandria Bay, N. Y., drive-in, will reopen it on June 24, shortly following his graduation from Plattsburgh Teachers College.

AIP Packaging 2 Films For Young Actresses

From THE DAILY Bureau

HOLLYWOOD, May 20.—"Reform School Girl," which starred "Kojie" Byrnes of the current "77 Sunset Strip" television series, and "Drag Strip Girl," which starred Fay Spain of "God's Little Acre," will be re-released immediately by American International Pictures.

New promotional material is nearing completion for the re-packaging of the AIP films, which gave currently popular young players their first major breaks.

Elect James Gaylord

(*Continued from page* 1)

Operators of Georgia held at the Dinkler Plaza Hotel here. He succeeds R. M. Kennedy of Birmingham.

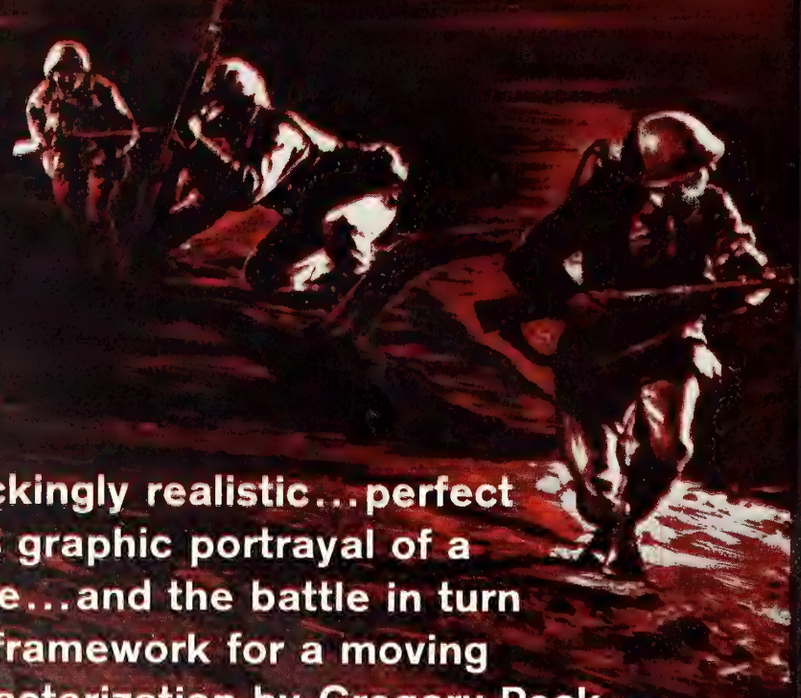
Elected as vice-presidents were W. W. Hammonds of Albertsville and J. A. Jackson of Clanton. Dan Davis of Florence was named secretary-treasurer. Representative to Theatre Owners of America will be Kennedy, with Edward Watson of Montevalla as alternate.

The Georgia exhibitor group re-elected the incumbent officers.

ROARINGLY ACCLAIMED THE BATTLE PICTURE WITHOUT EQUAL!

"One of the very best!" – *SATURDAY REVIEW*

"'Pork Chop Hill' is unique in its class ...as war pictures go, this one makes most of the rest look pale. It should get its just rewards at the box office!" – *VARIETY*



"Shockingly realistic...perfect in its graphic portrayal of a battle...and the battle in turn is a framework for a moving characterization by Gregory Peck... makes for absorbing interest. The supporting cast...are all excellent!" – *MOTION PICTURE DAILY*

"War drama that reaches searing heights. Ably made and directed. Strong grossing prospects!" – *FILM DAILY*



GREGOR
PECK
IN
"PORK
CHOP
HILL"

with HARRY GUARDINO · RIP TORN · GEORGE PEPPARD · JAMES ED

Screenplay by JAMES R. WEBB · Produced by SY BAR

The men who fought on Pork Chop Hill...

The men who made "Pork Chop Hill"...

TOGETHER THEY ARE BLANKETING THE NATION WITH AN UNPARALLELED PROMOTION PUSH TO GIVE "PORK CHOP HILL" A BLOCKBUSTER WELCOME!



48 KEY-CITY REGIONAL PREMIERES

HONORING THE SURVIVORS OF THE BATTLE...

BACKED BY THE FULL SUPPORT OF ARMY

AND DEFENSE DEPARTMENT FACILITIES!

Massive civic, newspaper, radio and television coverage everywhere!

GREGORY PECK ROARING THROUGH

11 CITIES COAST-TO-COAST ON A

PERSONAL APPEARANCE TOUR THAT'S

SETTING A NEW HIGH FOR

NEW PICTURE EXCITEMENT!

Peck joined on the western leg of his drum-beating junket by featured players Harry Guardino, Woody Strode and George Shibata! On the second lap eastward it's Gregory Peck with Captain and Mrs. Joseph Clemons setting up "Pork Chop Hill" for the biggest want-to-see send-off in years and years!

ORDER OF THE DAY: "TAKE 'PORK CHOP HILL'"...

THRU UA

ELE and WOODY STRODE and GEORGE SHIBATA

y LEWIS MILESTONE · A MELVILLE Production

40th *Anniversary* / *1919-1959*

National Pre-Selling

"BABETTE Goes To War," starring Brigitte Bardot, now being filmed on location in England and France, is being pre-sold to "Life's" readers in the May 18 issue. "Life" sent cameramen to the Eiffel Tower in Paris and a Bond Street store in London to photograph Brigitte as she appears "off camera." She is seen with her fiance Jacques Charrier, who plays her sweetheart in this Columbia film.

While Brigitte is wearing a parachute, photos show her being dragged across a French air field by a gust of wind that filled the chute during the filming of a movie scene. She was unhurt and laughingly made light of the mishap.

•

"Count Your Blessings" with Deborah Kerr, Rossano Brazzi and Maurice Chevalier, is advertised on the table of contents page of "Redbook's" May issue.

•

"This Earth Is Mine," the U.I. film starring Rock Hudson, Jean Simmons and Claude Rains, receives a laudatory review in the June issue of "Argosy." The reviewer says "This Earth Is Mine' promises to be the year's major epic, a powerful film that will be a sure contender for an Academy Award."

•

Hal Wallis's "Don't Give Up The Ship," starring Jerry Lewis, has been selected as the picture of the month for June by "Seventeen."

•

Richard Marek, motion picture reviewer for "McCall's," reviewed "Some Like It Hot" in the May issue. In his opinion "it is the funniest picture of the year." He says "this film is a breezy, bawdy, hilarious farce with some of the raciest dialogue and situations we've ever encountered."

•

An especially well researched profile on Harry Belafonte appeared in the May 10 issue of "American Weekly." It was written by veteran Maurice Zolotow who traced Belafonte's life from his grammar school days to his present position in the entertainment world. "The World, the Flesh and the Devil" is his most recent film. He is co-starred with Mel Ferrer and Inger Stevens.

Zolotow tells how Jack Rollins, successful personal manager for Mike Nichols and Edna May, and Emmy-winning Tom Poston, met Harry when he was getting ready to close his Greenwich Village restaurant because of poor business and guided him to be a $3,500 a week entertainer.

•

Fifteen-year-old Tuesday Weld, who plays Danny Kaye's daughter in "The Five Pennies," is the subject of a three-page pictorial feature in the May 26 issue of "Look." After Kaye had worked with the adult-seeming Tuesday for two weeks, the feature points out, Danny exclaimed, "She's 15—going on 27."

•

"In Case of Emergency," on which "Love Is My Profession" is based, has been published in a paper back edition by Dell. Brigitte Bardot and Jean Gabin are starred in this new Union Film-Kingsley International release. WALTER HAAS

REVIEW:

Woman Obsessed

20th-Fox—CinemaScope

THE LADIES ESPECIALLY are going to love "Woman Obsessed," a handsomely produced romantic melodrama starring Academy Award winner Susan Hayward and newcomer Stephen Boyd. Against some magnificently photographed backgrounds of the rugged Canadian Northwest, it tells the story of a frontier widow who, out of sheer desperation, marries a man she doesn't love in order to have a father for her seven-year-old son and a man to run her farm.

The kind of consequences which Miss Hayward must inevitably face are the kind which female audiences are said to enjoy immensely. The man she marries is a lout and a boor—he beats her and swears at her—but underneath it all (and this is the rub) he is a sensitive and brave man who tries heroically to tame himself. The story of the film is essentially the reconciliation between husband and wife and step-son and step-father. Miss Hayward is fine, as usual, and Boyd is particularly forceful and believable as the hired hand she marries. Also extremely appealing is a new youngster, little Dennis Holmes, who plays the son with few or none of the usual affectations.

"Woman Obsessed," however, shouldn't be thought of only as a woman's picture. If the central situation is rather emotional, its setting in the mountainous near-wilderness of western Canada is something that should capture and hold the attention of any man. And the opening sequences of the film, detailing in almost documentary fashion a young boy's joy in the flora and fauna around him are as honest and interesting as anything out of a nature film. The CinemaScope photography in DeLuxe color is excellent.

The Sidney Boehm screenplay, adapted from a novel by John Mantley, stresses melodramatic incident so that interest seldom lags. Early in the picture is shown the terrifying forest fire in which Miss Hayward's first husband, Arthur Franz, is killed. Later, after Boyd has come to work for her, he saves the lives of Miss Hayward and her young son when they are caught in a blizzard on their way from town. Still later, he saves her life by carrying her six miles through a raging thunderstorm after she has had a miscarriage. And paving the way for the final reconciliation between the boy and his step-father is the former's saving of Boyd from a pit of quicksand.

Henry Hathaway has directed in such a fashion as to give a good deal more substance to some of these situations than might otherwise be the case. There is also a real vitality in the leading performances so that such a sequence as a little boy's first visit to a carnival is genuinely funny and moving. Sidney Boehm produced. Heading the supporting cast are Theodore Bikel, Barbara Nichols and Ken Scott.

Running time, 102 minutes. General classification. Release, in May.

VINCENT CANBY

Denver Wompis Elect

DENVER, May 20. — The Denver chapter of WOMPIS held its annual election of officers with the following named: Jerri Hazelwood, president; Pat Hill, first vice-president; Joan Wallace, second vice-president; Monica Farrell, recording secretary; Dianne Stewart, corresponding secretary; Ruth Yeoman, treasurer. Those elected to the Board of WOMPIS were Ivy Tullos, Caryle Franz, Marie Britton, Muriel Perry, Pauline Hall, Bernice Gilmore, Anne Belle Miller.

Sues Over Tomlinson

(*Continued from page* 1)

bought 5,400 shares of Loew's common stock in December, 1957, and sold in March, 1958, and bought 36,900 shares in November, 1958, which were sold the following month, at an alleged profit of $60,000. He asks judgment in that amount or an accounting. Loew's was named a defendant in the action also because, the plaintiff charged, it had refused to bring suit against Tomlinson.

Switch 'Woman' Date

Twentieth Century-Fox's "Woman Obsessed," scheduled to begin its New York engagement Friday at the Paramount Theatre, will open May 27 instead. Rescheduling was requested by Paramount Theatre officials in order to hold over "Warlock," which has played to excellent business the past three weeks.

Wolcott D

(*Continued from page*

and was widely known for hi in promoting the interest of dustry in general. He also h been Republican county chair a member of the State Centr mittee.

Wolcott was the owner of t Grand Theatre here and pr operated the Princess The Eagle Grove, Ia.

At the funeral services t national Allied will be represe Al Myrick, president of th Nebraska Assn.

Canadian Exhibito Join Para. 'Festiva

Special to THE DAILY

TORONTO, May 20.—Para "Summer Boxoffice Festiv showings for exhibitors has international with the unve Danny Kaye's "The Five Pen the Hollywood Theatre her himself joined Gordon Lig Paramount Canadian general er; Sidney Deneau, vice-pres Paramount Film Distributing Joseph Friedman, national tion manager, and other com ecutives in greeting the C showmen in the theatre lobb

Over the next two days the tors will view "Last Train Fr Hill" and "Don't Give Up th to complete the "Festival."

Steady Studio Acti Is Paced by Colun

From THE DAILY Burea

HOLLYWOOD, May 20. duction continues at a stea with five pictures starting th and five completed, bringing t to 35. Columbia Pictures le production activity with ni tures currently before the ca

Started were: "The Ting William Castle Production lumbia release) and "Have Will Travel" (Romm Producti for Columbia release, "Never S and "The Last Voyage" (Metr wyn-Mayer); and "Ordeal Red" (Meridan Production-In ent).

Completed were: "Diary of School Bride" (Nicholson- American International Pictu Private's Affair" (20th Centu "The Unforgiven" (Hecht-H caster), and "Outcasts" (F Pictures), the latter two for Artists release, and "The Ma Romero - Hal Roach Dist Corp.).

Garrison WB Pro

HOLLYWOOD, May 20.— Garrison has been given a p berth at Warner Brothers, Warner announced today, G first assignment will be "C Inglish," new Erskin Caldwe acquired by Warners in a p lication deal.

Garrison joined the Warner ization last November as assi Steve Trilling.

EW:

ed Crazy

Artists

HOLLYWOOD, May 20

re's action a-plenty in this story outhful, psychopathic soldier of tune who seeks escape from a ex of being crowded and d around by people, a psychosis he attributes personally to a xperience with some older boys his childhood at an orphanage. Halsey, a screen newcomer, evi- s potential stardom in his han- of the unsympathetic lead, de- with authority an egocentric car racer who goes on the make very pretty girl he sees, while g refuge in a small town after itting the murder of an elderly ation attendant in a holdup.

isey gets a job as a garage nic, working side by side with er racing enthusiast, Charles x, whom he angers by trying to his girl, Yvonne Lime, another ive new face who shows much se in her co-starring role. Hal- overbearing attitude gets him fight with Willcox as well as Slavin, the film's comic and rock ll singer, which ends in a stand- Halsey pulls a switchblade Halsey gets his just desserts ing a county racing event in he is beaten by Willcox, as line Ravell, frustrated by Hal- fickle manner, tips the police idence pointing to him as the tendant killer. The police give as Halsey attempts to escape in n car. Halsey dies in a plunge cliff.

ard Bernstein, who produced l as collaborated on the screen- with George Waters, effected exciting moments by arranging tual filming of the sports car scenes instead of resorting to stock footage. William Hole, ew showcase performances in ection of an entire cast of new Executive producer was Rich- Duckett.

ng time, 75 minutes. General cation. Release, in May.

SAMUEL D. BERNS

ie Cooper to Star, Produce 'Hennesey'

ie Cooper will be the star, and ducer with Don McGuire, of a comedy-drama series entitled esey," which will start on the Television Network Monday, (10:00-10:30 P.M., EDT), un- e sponsorship of P. Lorillard ny and General Foods Cor- n.

per will play the title role of Charles ("Chick") Hennesey, g Navy medical officer whose s begin with his assignment base at San Diego, Calif. Fea- with Cooper will be Roscoe Abby Dalton and Henry "Hennesey" will be produced ennesey Company, General Studios, Hollywood. Mc- in addition to being co-pro- with Cooper, also created the and is its head writer.

Television Today

Sign Grant Sullivan For CNP 'Express'

Grant Sullivan, who starred opposite Rosalind Russell in the Broadway version of "Auntie Mame" for two years, will play the lead in California National Productions' new television series, tentatively titled "Pony Express." Cameras start rolling May 25 in Arizona in the Phoenix area.

Veteran producer Robert Stillman will handle the series. Stillman's motion picture credits include the award-winning features, "Champion" and "The Home of the Brave." For television, he produced CNP's "Boots and Saddles—the Story of the Fifth Cavalry" and "Flight."

Robert Neilson directs the pilot film, entitled "The Killer," an original story by Tony Barrett and adopted for television by scripter Jack Laird.

ABC to Present 'Live' Coverage of Olympics

The first "live" network television coverage of the Olympic Games was assured yesterday when ABC Television acquired exclusive rights to broadcast the 1960 Olympic Winter Games from Squaw Valley, Cal., Feb. 18 through 28, Thomas W. Moore, ABC-TV vice-president in charge of programming, announced. ABC-TV will cover, "live" and via tape, each of the 11 days of the Olympics.

More than 1,000 athletes from 34 nations will compete in the amateur sports championships. Among the events to be contested are figure skating, speed skating, ice hockey and Alpine and Nordic skiing, including slalom, giant slalom, cross-country, jumping and downhill.

Walt Disney will stage the opening closing and victory ceremonies.

ITC Completes Int'l. Production Department

From THE DAILY Bureau

HOLLYWOOD, May 20.—The international production department of Independent Television Corp. has been completed, according to an announcement by Walter Kingsley, ITC president, with Ted Rogers, ITC director of programs and production, heading up the operation with headquarters on the West Coast.

Production offices of ITC, which have been temporarily at California Studios, will be moved this week to an entire floor in the Jack Wrather Organization building. ITC is jointly owned by the Jack Wrather Organization and Associated Television, Ltd., of London.

Executive story editor Bud Kay heads the story and program development. Joe Behar is in charge of video tape production.

Bell, Howell Sponsors Hour News Specials

Six full-hour news specials will be presented on the CBS Television Network in prime nighttime hours during the 1959-60 season under the co-sponsorship of Bell & Howell, it was announced by William H. Hylan, CBS Television Network vice-president of sales administration, and Peter G. Peterson, executive vice-president of the photographic firm.

Announcement came approximately two weeks after a talk by Dr. Frank Stanton, president of the Columbia Broadcasting System, before the Ohio State University Institute for Education by Radio-Television in which Dr. Stanton revealed his plans to expand informational programming in prime evening time on the CBS Television Network.

At that time, Dr. Stanton announced that starting this fall regular hour-long informational broadcasts would be presented one-a-month in prime evening time and that in the year following "we propose to make this a bi-weekly and, after that, a weekly program."

The Bell & Howell news specials, to be produced by the CBS News Division, will be presented in October, November and December of 1959 and in April, May and June of 1960.

Gen. Aniline

(*Continued from page 1*)

been interested in acquiring the Ansco Film Division.

The hearings will also include any other proposals affecting alien property and U.S. war damage claims against foreign countries, Chairman Olin Johnston (D., S. C.) announced. The Administration is backing legislation to permit the General Aniline sale despite the fact that litigation is now pending in the courts.

Rank, Disney Extend Distribution Deal

From THE DAILY Bureau

LONDON, May 20. — Walt Disney Productions and the Rank Organization have announced signing of a contract calling for the distribution of a further group of Disney films by J. Arthur Rank Overseas Film Distributors. Territories concerned, as under an earlier agreement between Walt Disney Productions and the Rank Organization signed in July, 1958, include all Latin American and Far Eastern countries in which the latter has its own companies and branch offices.

The new contract extends these arrangements so that for the first time the Rank Overseas company will release the Disney films in Germany and Austria, and also in Italy where one half of Disney's current productions will be distributed by the Rank Organization.



TWO BIG STORIES OF ACTION AND SUSPENSE...BOTH TRUE!

TWO OF THE SCREEN'S MOST UNUSUAL FEATURES BLENDED INTO THE YEAR'S MOST EXCITING MOVIE SHOW!



NTA PICTURES H. H. **GREENBLATT**, GENERAL MGR., 10 COLUMBUS CIRCLE, NEW YORK, N. Y., JUdson 2-7300 **JOE GINS**, SALES MGR.—NEW YORK, 10 COLUMBUS CIRCLE, NEW YORK, N. Y., JUdson 2-7300 **LOUIS AURELIO**, MID-WESTERN DIVISION MGR., 612 NORTH MICHIGAN AVE., CHICAGO, ILLINOIS, Michigan 2-5561 HOME: PUllman 5-6685 **ROVY BRANON**, SOUTHEASTERN DIVISION MANAGER, 1563 CLAYTON DRIVE, CHARLOTTE, N. C., EDison 2-9176 **HERBERT BREGSTEIN**, WEST COAST DIVISION MANAGER, 9952 SANTA MONICA BLVD., BEVERLY HILLS, CALIFORNIA, CRestview 4-8849 **ROBERT FRIEDMAN**, MID-ATLANTIC DIVISION MGR., 1134 LOXFORD TERRACE, SILVER SPRING, MD., JUniper 9-6249 **TRUMAN HENDRIX**, SOUTHWESTERN DIVISION MANAGER, 1408 FIDELITY UNION LIFE BUILDING, DALLAS, TEXAS, Riverside 7-1911 **NORMAN NIELSEN**, PRAIRIE DIVISION MANAGER, 1026 SO. 32ND STREET, OMAHA, NEBRASKA, ATlantic 2209 **ABBOTT SWARTZ**, MINNEAPOLIS, 1011 CURIE AVE., MINNEAPOLIS, MINNESOTA, FEderal 8-7033

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

5, NO. 98 NEW YORK, U.S.A., FRIDAY, MAY 22, 1959 TEN CENTS

n to $2,500,000

use Group arply Cuts IA Funds

am Reduction Seen nate Sustains Action

By J. A. OTTEN

HINGTON, May 21. — The Appropriations Committee cut the Administration's request funds for the Information Guaranty Program.

committee voted to give only 00 of the $3,500,000 the U.S. tion Agency had sought for ing year for the program, un- ch the government guarantees bility of earnings of motion companies, book publishers er information media operat- certain foreign countries.

ut, if sustained in the Senate, rce a sizeable reduction in the program, as the appropriation as a base for much larger of guaranty contracts.

n Picture Association Presi- (*Continued on page 2*)

Record Turnout at Lunch Wednesday

cord attendance" for the mo- ture and amusement indus- nual United Jewish Appeal n next Wednesday, at the ne Hotel was predicted yes- by Irving H. Greenfield, of Inc., chairman of the 1959 mpaign in the allied fields. ual affair will be a testimonial r B. Krim, president of Unit- ts. He will be honored by (*Continued on page 7*)

sive Remodeling .C. Theatre Set

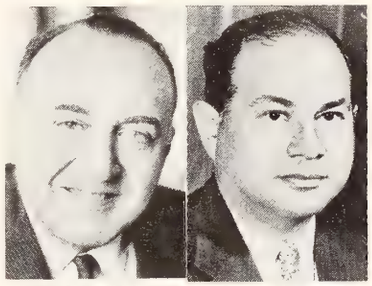
Special to THE DAILY

AS CITY, May 21. — The heatre, a downtown Kansas t-run house operated by the d Interests, is scheduled to r a period of three or four tarting June 1, while exten- provements are undertaken. pacing of seats to allow for (*Continued on page 7*)

Optimistic Report on United Artists Status Is Presented to Stockholders

An extremely optimistic report on the current and future status of United Artists is presented to stockholders in the company's annual report for 1958 released here yesterday. The report is contained in a handsome brochure, utilizing color as well as black-and-white art.

Robert S. Benjamin, chairman of the board, and Arthur B. Krim, president, state in the report that 1958 "marked another period of growth and expansion for the company." Gross revenues and net profits continued to improve for the eighth consecutive year, "establishing new company records," they say.



Arthur Krim Robert Benjamin

In a letter prefacing the report, which is keyed to the company's 40th (*Continued on page 2*)

Magazine Ads' Value Emphasized

By VINCENT CANBY

(Picture on page 8)

"Exhibitors should encourage the film companies in the use of national magazines to pre-sell motion pictures and realize that the money spent in this medium in no way diminishes the amount of money available for local level selling."

This was the message emphasized (*Continued on page 8*)

Fox to Release 11 Films in Summer

Twentieth Century-Fox will release 11 major productions during the key summer months of June, July and August, it was announced yesterday.

Set in June, are "Say One for Me," "The Man Who Understood Women," and "Here Come the Jets."

For July, 20th has "South Pacific," "Holiday For Lovers," "The Son of Robin Hood," and "Miracle of the Hills."

In August, 20th will release "Blue Denim," "A Private's Affair," "The Return of the Fly," and "Alligator People."

Fields Cites Need for More Comedy on Screen

By WARREN G. HARRIS

"A definite need for more comedy on the screen" was expressed by writer-producer-director Joseph Fields at a trade press luncheon at the Brittany here yesterday, following a tour (*Continued on page 7*)

Put Three Questions to Voters in Upcoming S.C. Sunday Films Ballot

Special to THE DAILY

SPARTANBURG, S. C., May 21.—With the view of assisting voters in reaching "positive answers," members of the Spartanburg County legislative delegation have amended their so-called Blue Law Referendum Bill to include a third question and also changd the wording of two other questions to be answered in the election scheduled for Tuesday, July 14.

A delegation spokesman said the new question added to the referendum is this:

"Shall a law be passed allowing movies, fishing, golf and other recreation between the hours of 2 and 6 P.M. and 9 and 12 P.M. on Sunday?" Vote "Yes" or "No."

The amendments were suggested by Representative T. E. Walsh and immediately accepted by other members of the delegation.

"I think this is very good," commented Sheriff B. B. Brockman; (*Continued on page 7*)

Short Supply

Interest Is Great in 70mm. Installations

Orders Mount But Prices, Film Supply Deter Some

Exhibition is showing increasing interest in 70mm. projection and sound installations, spurred by recent announcements of additional productions and awareness that the equipment is in short supply.

All major circuits admit to continuing study of the subject with a number having ordered new or initial installations and others having decided to do so.

Leonard Goldenson, American Broadcasting - Paramount Theatres president, announced at the company's annual meeting of stockholders early this week that his company contemplated between 30 and 40 installations. Officials of Loew's, Stanley Warner and National Theatres said they either have had installations made or have them on order. Exact figures were not available, however.

An RKO Theatres official said 70mm. installations have been consid- (*Continued on page 7*)

Touring 'Horror Show' Will Promote 'H-Man'

Columbia Pictures is sending a 32-foot van on tour to 36 cities in eight states as part of an exploitation campaign on its color science-fiction release, "The H-Man." This was announced yesterday by Robert S. Ferguson, national director of advertising, publicity and exploitation.

The trailer, described as a "horror (*Continued on page 7*)

Paramount Opens 3-Day Canadian Sales Meet

Special to THE DAILY

TORONTO, May 21.—The annual national convention of Paramount's Canadian sales organization opened today at the Park Plaza Hotel, with Gordon Lightstone, Canadian general manager, presiding. The sessions, at which current and future pictures are (*Continued on page 7*)

PERSONAL MENTION

JERRY PICKMAN and HUGH OWEN, Paramount distribution vice-presidents, will be in Pittsburgh on Sunday from New York, and will visit Cleveland and Cincinnati thereafter.

•

STEVE BROIDY, president of Allied Artists, will leave Hollywood tomorrow for London, where next week he will address the sales convention of Associated British-Pathe.

•

HERBERT L. GOLDEN, United Artists vice-president in charge of operations, and president of United Artists Television, has returned to New York from Hollywood.

•

HENRY H. MARTIN, Universal's general sales manager, left here yesterday for Dallas, St. Louis and Chicago.

•

JOSEPH FRIEDMAN, Paramount national exploitation manager, will return to New York today from Detroit.

•

FRED ZINNEMANN, director, has been taken ill in Sydney, Australia, and has been forced to delay his return to the States. He now is expected back in Hollywood around June 5.

•

JACK ROSE, producer, will arrive in New York today from Hollywood, and will leave tomorrow for Italy.

•

JERRY LEWIS will arrive here tomorrow from the Coast to serve as toastmaster at the Founders Dinner of the Eleanor Roosevelt Institute for Cancer Research.

Roxy Policy Changed

The Roxy Theatre here announced a change in its stage show policy effective May 29. Variety talent will be featured and the thematic approach abandoned. The first review under the new policy will be titled "Starlight Stage." Screen fare will be United Artists' "Pork Chop Hill."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
DEBORAH KERR ROSSANO BRAZZI MAURICE CHEVALIER
In "COUNT YOUR BLESSINGS"
An M-G-M Picture In CinemaScope And METROCOLOR
and GALA NEW STAGE SPECTACLE

United Artists

(*Continued from page* 1)

anniversary being celebrated this year, Benjamin and Krim emphasize progress in all phases of operation—motion pictures, television, and music.

Some highlights of their letter are as follows:

The benefits of the public financing of 1957 enabled U.A. to increase its inventory of top category motion picture product by 75 per cent over the previous year.

Of the 20 major pictures listed for release in 1958, 12 will gross in excess of $5,000,000 around the world.

For 1959, United Artists has scheduled the strongest program of theatrical pictures in its history: 29 Double A feature films exclusive of "Around the World in 80 Days." Plans for 1960 call for added emphasis on top quality pictures.

Gross Income Up 20%

Gross income for 1958 was $84,072,467, up 20 per cent from the $70,008,242 attained in 1957. Net earnings increased by 13½ per cent from $3,262,466 in 1957 to $3,701,963 in the year ended Jan. 3, 1959.

A supplementary letter from Benjamin and Krim is included detailing provisions of a $15,000,000 long-term unsecured loan for working capital to meet the requirements of continued expansion.

The company's activities in the television field were expanded importantly during the past year. A new company, United Artists Associated, acquired valuable motion picture properties for world-wide television and theatrical exploitation. Additionally, United Artists Television Inc. is now producing special half-hour films for television; the first series has already been sold to a national sponsor.

Disk Company Advances

United Artists Records, Inc., United Artists Music Inc., and Unart Music Corp. also made important strides during 1958 toward developing enthusiastic markets for the UA labels.

U.A. continued its policy of devoting its major effort to financing and distributing motion pictures made by top independent producers.

They conclude: "We will continue our efforts to recognize and meet the changing scene within the entertainment world in general and the motion picture industry in particular. With our flexible company organization, we face the future with confidence."

To Take Fight Orders

As a special service to patrons 42 Loew's neighborhood theatres will take ticket orders for the Patterson-Johansson world heavyweight championship fight to be held at Yankee Stadium June 25.

Rule 'U,' Decca Must Pay on 'Miller' Records

New York Supreme Court Justice Henry Epstein ruled yesterday that Universal Pictures and Decca Records must account to Mrs. Helen D. Miller, widow of the late Glenn Miller, for the sale of recordings manufactured and sold by Decca taken from the sound track of the U-I picture, "The Glenn Miller Story."

He ruled that U-I and Decca had combined to deprive the widow of income and had no legal right to market the records. U-I contracted only to produce a picture based on the life of Miller. The court noted that the widow had an exclusive contract with RCA for her husband's music. She is expected to collect in excess of $1,000,000.

Citation of V.C. Int'l To Tent No. 35 June 23

The International Charity Citation will be presented by Variety Clubs International to New York's Tent No. 35 at a dinner to be held in the Hotel Edison here on June 23. The local tent will be honored for its support to cancer research and control.

Reservations for the dinner are being made with Ira Meinhardt, chief barker of Tent No. 35.

Presley Record Tie-In

Field promotion forces of Paramount Pictures and RCA Victor are being coordinated for a major merchandising campaign on behalf of the Elvis Presley reissues, "Loving You" and "King Creole," and the record albums that sprang from those pictures. The films are for June release. Some 50 RCA Victor distributors throughout the U.S. will work in cooperation with Paramount's field merchandising representatives in setting up special screenings of the films for disc jockeys and music dealers. Thus launched, the campaign will immediately shift to widespread distribution of the albums by the Paramount force among theatre, newspaper, radio and television contacts.

Rule in 'Salt' Suit

Herbert Biberman and Paul Jarrico, former president and secretary-treasurer, respectively, of Independent Production Corp. and IPC Distributors, Inc., must submit themselves to a pre-trial examination as managing agents, even though they resigned, Judge Sidney Sugarman ruled in Federal District Court here yesterday. The ruling was handed down as part and parcel of Biberman and Jarrico's $7,500,000 anti-trust action against close to 100 distributors and exhibitors in connection with the film, "Salt of the Earth."

House Gr

(*Continued from page*

dent Eric Johnston had te
fore the committee in sup
much larger appropriation
Administration had reques
asked $16,500,000. I.M.G.
now cover film activities in
via, Turkey, Poland and Vie

The committee also
though not too deeply—the
request for its regular oper
gram for the year starting
voted $101,557,300 for sal
expenses, compared to a b
quest of $106,112,100. This
agency has $101,673,800.

Breakdown of Cut Not

The Motion Picture Div
obviously have to share in
though the committee didn
how the overall cut in U.S.
should be applied to the
media. The film branch
seeking $5,752,300 of the o
tal, a $459,200 increase
year's appropriation.

During the hearings on th
bill, committee members
sharply critical of many of
the industry sends overseas,
bers said they had not incl
language on this point in t
in the accompanying report
they wanted to avoid any d
sorship.

Museum to Show Of John Ford Pi

John Ford will be the s
a film series at the Museum
ern Art here starting in ea
The new program, entitle
Ford, a review of films by
nent American director," is
the Museum's year-long
retrospective studies of
American filmmakers.

Among the Ford films to
are "The Iron Horse," "Fo
"The Informer," "Young
coln," "My Darling Clement
"The Quiet Man." Ford's l
ture is "The Horse Soldi
United Artists release in July

Show 'Mouse' at G

GENEVA, May 21.—"Th
That Roared," a comedy a
successful invasion of the
States by the smallest count
world, will be previewed he
day morning to a special invi
ence of delegates and new
tending the Big Four confere
presentation is especially top
the Columbia film depicts a
ropean duchy forcing an
plan for world disarmament
major powers. The color
rushed to completion for th
screening here.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News
Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman,
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Clu
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as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

st year's No. 1 best seller... this year's (we hope) No. 1 motion picture



on May 16, in the early hours of the morning, we finished filming ANAT
OF A MURDER exactly eight weeks after we started production at the actual locales descri
in Robert Traver's novel and Wendell Mayes' screenplay.

ON JULY 1, six weeks later, ANATOMY OF A MURDER will have its world premiere. Our purp
is to bring the best seller to the screen while it is still fresh in the minds of millions of peo

We accomplished what we set out to do only through the extraordinary cooperat
talent and technical know-how of everyone involved in the making of the picture.

My sincere thanks to James Stewart, Lee Remick, Ben Gazzara, Arthur O'Connell,
Arden, Kathryn Grant, to Joseph N. Welch, who temporarily left his Boston law office to p
"Judge Weaver" in the old Court Room at Marquette, to George C. Scott, Orson Bean, R
Brown, Murray Hamilton, Brooks West, Ken Lynch, John Qualen, Howard McNear,
Wever, Jimmy Conlin, Royal Beal, Joseph Kearns, Don Ross, Lloyd Le Vasseur and Ja
Waters; to Duke Ellington for his musical score; to Sam Leavitt for his camera work;

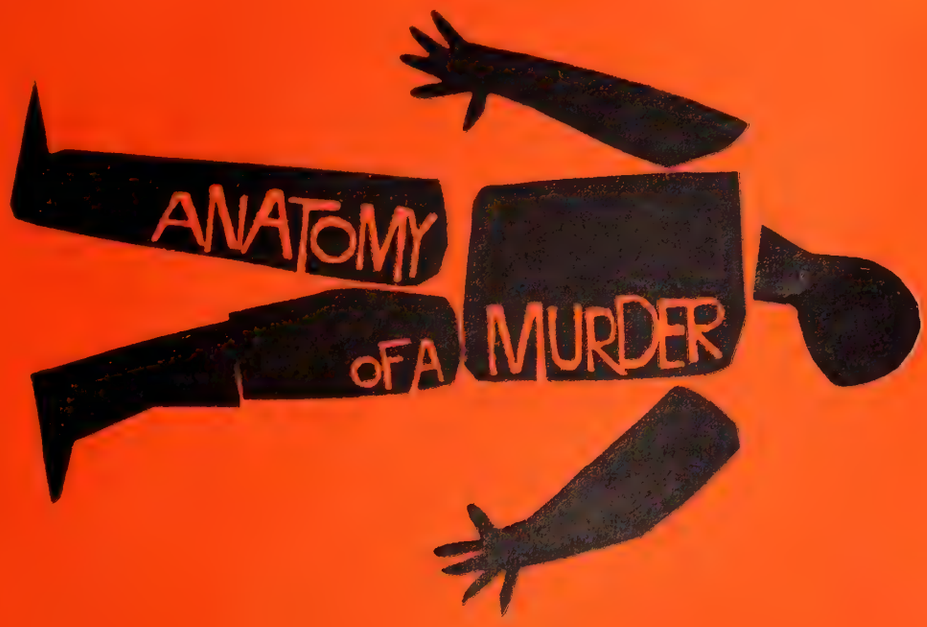
eat crew, and last, but not least, to John D. Voelker (Robert Traver) who gave me invaluable nsel, both as author of the book and as Justice of the Supreme Court of Michigan.

Our most grateful appreciation to the wonderful people of Ishpeming, Marquette, Big y and Michigamme, who opened their homes and hearts to us, and without whose gen- us hospitality we would never have been able to reach our goal.

Thanks also to the Exhibitors who showed their confidence by booking the film for July ying time while it was still before the cameras.

ANATOMY OF A MURDER will have its world premiere at the United Artists Theatre, Detroit, y 1st. It will open shortly thereafter at the Criterion and Plaza Theatres in New York; at Warner Beverly Hills in Los Angeles; at the Woods in Chicago; at the Randolph in Phila- phia; at the Trans Lux, Washington; Gary, Boston; Allen, Cleveland; Paramount, San ancisco; Warner, Milwaukee; Miracle and Carib, Miami; Century, Buffalo; Circle, Indian- olis; Imperial, Toronto; Vanity, Windsor.

OTTO PREMINGER



JAMES STEWART LEE REMICK
BEN GAZZARA ARTHUR O'CONNELL
EVE ARDEN KATHRYN GRANT



and JOSEPH N. WELCH as Judge Weaver
music by Duke Ellington

GEORGE C. SCOTT/ORSON BEAN/RUSS BROWN/MURRAY HAMILTON/BROOKS WEST
screenplay by WENDELL MAYES from the best-seller by ROBERT TRAVER
photography by SAM LEAVITT produced & directed by OTTO PREMINGER/a Columbia release

nday Films

(Continued from page 1)

er, Spartanburg's chief law en- ient officer objected to the 'other recreation activities" and mended "more specific langu- The delegation, however, passed nendments as worded by Rep- ative Walsh.

other two questions as led by Representative Walsh pproved by the delegation are: ll the law prohibiting public or pastimes, such as bear- , bull-baiting, football playing, racing, interludes or common or other games, exercises, or pastimes, such as hunting, g, chasing game or fishing on be repealed?"

second question:

ll the law prohibiting trades- rtificers, workmen, laborers, or workmen whatsoever from do- exercising any worldly labor, ss, work of his ordinary calling Sunday or any part thereof be d?"

bill will receive final action Senate. Senator Charles C. estimated the cost of the dum election at $6,000.

ls Cites Need

(Continued from page 1)

"Anniversary Waltz" set at the ovietone Studios.

ls, whose film credits include omedies as "Tunnel of Love," ister Eileen," "Louisiana Pur- and "Farmer Takes a Wife," e two major weaknesses of com- the past have been the casting wrong type of performers in ading parts and the use of ies that "are not well enough "

there is a "great scarcity of ho can play romantic comedy" o brought out, with the names Grant and David Niven of- s "the only two that come to The latter, a recent Academy winner, is one of the stars, with Mitzi Gaynor, of "An- y Waltz," and when trade re- met him on the set yesterday , he was enjoying the envi- k of kicking in the front of a n set for a scene in the film.

Likes to Work Here

of the advantages of shooting in New York, Fields said, is eryone shows up when they're d to." He also has found the municipal departments "very tive" in setting up location the romantic comedy, which eted at "around $1,000,000" s a shooting schedule of ap- tely one month, ending up eek "if all goes well." The is scheduled for fall release.

attending the luncheon yester- re David Miller, director of rsary Waltz"; Ralph Fields, r and son of Joseph Fields; mes, director of photography; Chodorov, co-author of the ay with Joseph Fields; and Monique Van Vooren.

Interest Seen High in 70mm.

(Continued from page 1)

ered but no decision has been made yet. A number of independent circuits, such as Schine, Kallet and others have completed installations and reportedly have more on order. One or more installations are reported to be in sight for every city of consequence in the country as rapidly as equipment becomes available.

Supply and price appear to be the brakes on volume of installations at this time. Four principal suppliers have a backlog of orders of an estimated six months or more. The Philips' Todd-AO equipment numbers about 65 installations in the U.S., with a solid backlog of orders. Century Projector also is known to have a substantial number on order, with deliveries expected to start this summer.

Handled by NTS

National Theatre Supply is handling the German Bauer company's 70mm. equipment and the Joe Hornstein company has the Italian Cine Meccanica equipment, with distribution through independent supply dealers. Both are reported to be behind on deliveries.

From the exhibitor viewpoint, prices ranging from $15,000 to $30,000 and upwards are too rich for many, particularly in view of questions concerning production and availability of wide measure product. Many believe that as demand and production increase, prices are bound to decline, so they profess to be in no hurry to place orders. Moreover, they say they want additional time to appraise the production plans for 70mm. films, to make sure there will be enough product available to liquidate an investment of the size called for.

Among the films which contributed to the current flurry in equipment installations are "Ben Hur," "Porgy and Bess" and "The Big Fisherman," all of which are completed and have premieres scheduled.

Universal's "Spartacus" is shooting in 70mm. and 20th Century-Fox recently announced production of "Can Can" and "The King Must Die" in the big width. Others are being planned.

L. W. Davee, head of Century Projector, said he is convinced films of wider dimensions are here to stay.

"Of course," he observed, "no one can buy equipment that's not available to them, and they're not likely to buy before having a supply of product in sight. But those who don't wait to see what others are doing are going to be in an enviable position later on. Certainly, if both the equipment and the pictures were available, a majority of exhibitors would be installing it.

Will Enlarge Facilities

"Our own factory is jammed up now manufacturing it. We couldn't turn out more if we had additional orders. But we will expand our manufacturing facilities should it become necessary to do so.

"We are not going to have a 35mm. industry transformed into a 70mm. industry," he said. "But we have already exceeded the limits of 35mm. and need 70mm. to put on shows that can offer unquestioned competition in the world of entertainment today."

UJA Luncheon

(Continued from page 1)

his friends and co-workers for his "devoted efforts on behalf of many great humanitarian causes."

A highlight of the luncheon will be an address by S. Robert Abrahami, Israeli industrialist and veteran of the war of independence. Abrahami will discuss the challenges facing the agencies of UJA and the people of Israel.

"Judging from the way the reservations have been coming in," said Chairman Greenfield, "it seems certain that our luncheon will be one of the most significant industry events in recent years. The growing interest generated by this annual affair indicates not only the measure of esteem in which our honored guest is held by everyone, but also demonstrates an increased awareness of the vital work being done by UJA to sustain life and hope for hundreds of thousands of destitute persons around the world."

Well over 100 prominent industry figures are hard at work on the various committees of the Motion Picture and Amusement Division of UJA to assure the success of the dinner and the campaign.

Paramount Meeting

(Continued from page 1)

being discussed, will continue through Saturday.

Sidney Deneau, vice-president of Paramount Film Distributing Corp., was here from New York to address the opening business session. He reviewed for the delegates the Paramount release schedule covering the remainder of the year.

The Canadian branch managers and salesmen arrived here on Tuesday to take in "Paramount's Summer Boxoffice Festival" of showings for exhibitors that continued through Wednesday. Pictures involved were "The Five Pennies," "Last Train From Gun Hill" and "Don't Give Up the Ship."

Extensive Remodeling

(Continued from page 1)

more room between rows will be a principal project, along with the resetting of the screen farther back on the stage. The latter step will permit the addition of several more rows of seats downstairs.

The theatre also is slated to have a new manager as the result of the resignation, effective tomorrow, of John Dugan, who has held the position about two years.

'Hands' Trailer in Both Color, Black-and-White

National Screen has completed work on trailer in both color and black-and-white for United Artists' "Shake Hands with the Devil." Symbol for the picture, a shooting flame behind a gun, and the main title are in color. The remainder of the trailer is in black and white.

'Horror Show'

(Continued from page 1)

show on wheels," leaves New York this weekend to launch an initial 27-day tour, beginning on Monday in Columbus, Ohio. The itinerary lists stops in Kentucky, Indiana, Michigan, New York, Massachusetts and Rhode Island, before winding up in Bridgeport, Conn. on June 20.

The film is slated for saturation bookings in these states during the last week in June. It is expected that the trailer will be used in connection with subsequent engagements in other parts of the country, Ferguson said.

Designed to permit the public to enter and pass through "The Home of The H-Man," the 32-foot van features a variety of scientific shock displays based on scenes in the film. In addition to a three-dimensional, animated "H-Man," the special effects in the cavern-like interior include bubbling atomic pools, dripping phosphorescent water, ultra-violet lighting and eerie sound effects.

Tabloid Herald Prepared

To help promote "The H-Man" on the local level, Columbia's exploitation department has prepared an inexpensive four-page tabloid herald, with news and pictures about "The H-Man." Also available to all exhibitors, through the Columbia exchanges is a "do-it-yourself" showmanship kit of exploitation and publicity ideas. This 17-page booklet contains suggestions for contests and stunts for use in the theatre, as well as numerous promotion ideas for all media.

WB Young Star Troupe Feted at Cocktail Party

Warner Bros. was host yesterday at a cocktail party at the Playbill Restaurant here to honor a group of young Hollywood stars who participated in the cross country tour for "The Young Philadelphians." The party was held to celebrate completion of the 3,575-mile tour, climaxed by attendance of the stars at the Criterion Theatre opening of the picture here yesterday.

The young stars visited 34 cities and more than 200 towns on the coast-to-coast tour.

In the group honored yesterday were Erin O'Brien, Jack Kelly, Connie Stevens, Roger Smith, Diane Jergens, Will Hutchins, Arlene Howell, Ty Hardin, Alan Hale, Jr., Troy Donahue, Peter Brown, Jacqueline Beer and Louis Quinn.

PEOPLE

Sylvan Leff has assumed operation of the Vail Mills Drive-in Theatre near Gloversville, N. Y. One-time Universal salesman in the Albany area, he also conducts the Town Theatre in Watertown and the Black River Drive-in outside that city; likewise the Highland and Rialto in Utica.

□

Peter Cimini, owner-manager of the State Theatre, Pittsfield, Mass., which he built 30 years ago and remodeled in 1948, has suspended operations and plans to sell or lease the facility. Now 78 years old, he has been ordered by his physician to "take it easy."

□

Minna Mae Stevison, of the Warner Brothers exchange in Dallas, and **Mrs. Evelyn Neely,** of the Weisenburg circuit there, have each won a "Gabby Award" given by the Dallas chapter of Women of the Motion Picture Industry for having developed the best word-of-mouth publicity for the Academy Awards telecast.

□

James H. Foster, Dallas securities broker, has been named financial vice-president of the McLendon Corp., operators of Tri-States Theatres and radio stations throughout the Southwest.

□

Fred R. Greenway, retired manager of Loew's Palace Theatre, Hartford, and **Mrs. Greenway** have moved to Los Angeles.

Three Theatres Close in Baltimore; 2 to Reopen

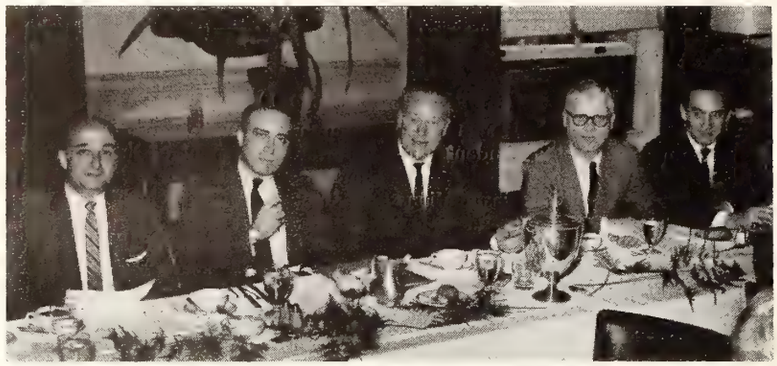
Special to THE DAILY

BALTIMORE, May 20. — Three subsequent-run theatres here closed this week, two of them only temporarily. The Capitol, owned by Rome Theatres, will resume next week for colored patronage. Ed Wyatt is manager. The Aurora of the R. & F. Theatres, is expected to open again within a couple of months. John Floyd is manager.

The Leader has closed permanently. It also is one of Rome Theatres. On its closing day, manager Ed Kimpel, Sr., entered Church Home and Infirmary for leg surgery.

Tour for 'Any Girl'

Producer Joe Pasternak and actress Claire Kelly will head for Texas June 1 to visit Dallas and Houston, two of the cities set for pre-release engagements of M-G-M's "Ask Any Girl." Pasternak will arrive in Houston June 1 and will do publicity and personal appearances there for two days before going to Dallas. Reversing the trip, Claire Kelly will start her personal appearances in Dallas on the first and will follow Pasternak into Houston two days later.



AT THE UNIVERSAL-LOOK LUNCHEON yesterday: left to right, Jeff Livingston, Universal Eastern advertising manager; Charles Simonelli, Universal Eastern advertising and publicity department manager; Larry Hanson, vice-president and director of Cowles Publishing Co., publishers of Look; Henry H. Martin, Universal general sales manager; and Robert Seaman, Look motion picture ad representative.

Magazine-Ad Value Stressed

(*Continued from page* 1)

by Charles Simonelli, eastern advertising and publicity department manager of Universal Pictures, at luncheon here yesterday at the Harvard Club. The luncheon, sponsored by "Look Magazine" for a presentation of the effectiveness of national magazines in pre-selling films, featured a detailed presentation by Universal on its huge national magazine and Sunday supplement campaign on "This Earth Is Mine." Guests at the luncheon were representatives of leading circuits and New York theatres.

Points to Four Films

"To exhibitors who want to know why we don't save the money we spend on national advertising for use at point of sale," Simonelli said, "we are now able to point out that Universal's four biggest grossers—'The Glenn Miller Story,' 'To Hell and Back,' 'Magnificent Obsession' and 'Written on the Wind'—not only were backed by huge national advertising campaigns, but also by big local level budgets.

"Pre-selling in a national ad campaign creates an image that makes subsequent point of sale advertising and publicity much easier," he said. Referring to the company's current "Imitation of Life," which is expected to be the biggest grossing film in Universal's history, Simonelli pointed out that for the campaign on that picture the company had reversed a general industry trend by increasing —instead of decreasing—the national advertising budget. "And to insure success, we also spent huge sums locally."

Introduced by Martin

Simonelli was introduced at the luncheon by Hi Martin, Universal general sales manager. The scope of the forthcoming "This Earth Is Mine" national ad campaign had been announced previously by David Lipton, vice-president. It's described as the largest in the history of the company, being patterned after the "Imitation" campaign and utilizing 21 leading magazines and 215 weekend newspaper supplements.

The targets of the campaign are the entire female and family audience and the young adult and teenage markets. One of the most dramatic parts of Simonelli's talk yesterday was his presentation of special types of "Earth" ads which have been designed to appeal to the specific readership of each of the publications being employed.

Type of Publication Vital

"The purchase of a large amount of space in itself is not meaningful," Simonelli said by way of a preamble. "The type of publication dictates the type of ads to be used for maximum effectiveness."

He then showed the luncheon gathering the specific ads designed for "Seventeen," "clean copy" featuring a "clean" embrace between the two stars: "True Story," featuring more lusty and romantic copy; and "Good Housekeeping" and "McCalls," with strong, vigorous copy and art aimed at the housewife.

"To attain a really big gross on a picture," Simonelli said in passing, "we've found we have to attract the infrequent movie-goer. And the infrequent movie-goer we've found easiest to attract is the housewife over 35."

Personalities Emphasized

Ads prepared for "Look" and "Life" and the Sunday supplements, which "combined give the broadest ad coverage," stress the strong personalities of the stars of the picture and, like the ad copy prepared for local level selling, tell a good deal about the story of the film.

Prior to going into the details of the magazine campaign, Simonelli played for the guests two samples of the kind of radio spots which Universal has prepared for the picture. Both highlighted provocative dialogue from the picture.

In addition to Simonelli and Martin, Universal was represented by Jeff Livingston, Herman Kass, Harold Gutman and Charles Schlaifer of the Schlaifer Advertising Agency.

The "Look" presentation was made by Robert Seamon who discussed the results of the magazine's continuing research program on the im of pre-selling films through tional magazines. He said th of every 100 "Look" readers quent movie-goers and that per cent of the magazine's r is in the age category that found to attend movies freq

The presentation was acc by charts and slides which "Look's" circulation growth last 12 years and the kind c picture news which compri per cent of every issue of t zine.

Guests from Top Circ

Among the guests: Eugen John Murphy and Ben Joel Theatres; Sol A. Schwartz a Polon of RKO Theatres; Spy ras, Jr. and Salah M. Has Skouras Theatres; Samuel Emanuel Frisch and Harol of Randforce Theatres; Schwartz of Century Theatre M. Seider and Walter Higg dential; Harry Brandt and ber, Brandt Theatres; Ha mine, and John McKenna o Warner; Charles Moss and L ris, B. S. Moss Theatres; Broadcasting - Paramount Jules Liggett and Seymou Liggett-Florin; Max A. Coh ma Circuit; Max Fellerma Theatres; Jack Hatton, Robert C. Rothafel and Leo Roxy Theatre.

Two-Day Celebrati Marks Bow of 'De

Special to THE DAILY

DUBLIN, May 21. — P Sean T. O'Kelly of Ireland v today at a reception in the P tial Palace in honor of the s production executives of Hands with the Devil." This of the festive highlights of t day celebration marking th theatre charity world premier Pennebaker production for Artists release.

First American film made in Ireland, "Shake Hands v Devil" opened tonight at th and Metropole Theatres for t fit of the Variety Club of (Savoy) and the local Poli (Metropole). Both events sol week ago. Police estimated of more than 50,000 fans hand to greet the stars, c and press by-liners from the States, Ireland and England.

Guests of honor at O'Kelly's reception include Wynter, who is starred in with James Cagney, Don Mu Glynis Johns; executive p George Glass and Walter Marlon Brando Sr., presi Pennebaker, and Mrs. Brand

Mail 'Hercules' Be

Joseph E. Levine's Emba tures Corp. is mailing ou copies of the new Dell Co based on Levine's film "Hercules," to a national newspaper executives and ot ion makers.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

85, NO. 99 NEW YORK, U.S.A., MONDAY, MAY 25, 1959 TEN CENTS

TORIAL

Deserving Cause

By Sherwin Kane

OF the most necessary and, the same time, least publicized the industry's benevolent ac- is the work being done quietly ntinuously by the Picture Pio- Foundation.

type of assistance provided by undation of itself imposes a upon those who are instru- in performing it. For it is ce of the most personal and, the most desperately needed Frequently it is rendered after er sources of help have been ted or denied.

helping hand of the Founda- extended to industry veterans embers who, often through no f their own, are in dire need.

•

men who carry on the work Foundation do so often at a e of much time and effort rom their own busy days. By ng, they make it possible for dollar contributed to the Foun- to go to those whom it aids. are no salaries, no overhead for nduct and maintenance of the tion's activities.

over, these men dedicated to ndation are as much aware as of the mounting number of ple appeals on all sides, and iculty of choosing from among But the Foundation affords the through which we can take our own.

does not have top priority on st of contributions, then you at least see to it that it is in- thereon.

•

Foundation is making its an- peal for contributions now. rimary appeal is to members Picture Pioneers, an organiza- hich collects no dues, and has r means of raising funds than this annual solicitation.

e Picture Pioneer members es- are urged to answer the tion's current appeal, you do e to be a member to partici- You need only to remember is industry, as all others, has fortunate ones, but that it ave the Foundation to help r them.

ributions should be sent to tion of Motion Picture Pio- nc. in care of Ned E. Depinet, nt, 1270 Sixth Ave., New York, Y.

Special 'Times' Supplement Kicks Off Columbia's Big Drive for 'Cordura'

By VINCENT CANBY

(Picture on page 6)

A major portion of the nationwide 3,000,000-plus readership of yesterday's *New York Sunday Times* are this morning more than a little aware of Columbia's forthcoming William Goetz production, "They Came to Cordura." Kicking off the tremendous campaign on this picture, which isn't due for release until September or October, was a special 16-page magazine supplement to the *Times* devoted entirely to the film.

"This is the largest single piece of newspaper advertising ever placed for

(*Continued on page 6*)

Para. Quarter Net Is $1,318,000

Paramount Pictures had estimated consolidated net earnings from operations for the first quarter in 1959 of $1,318,000, the company reported at the weekend. The earnings compare in the first quarter of 1958 with $1,405,000.

The total consolidated income for the first quarter of 1959 is estimated at $3,645,000 after including special income of $2,327,000. For the first quarter of 1958 the total consolidated income was $8,352,000 including special income of $6,947,000.

Three-Day Sales Meet Of MGM Starts Today

M-G-M divisional and district sales managers will begin a three-day meeting here at the Astor Hotel today to discuss sales and promotion plans for upcoming releases including special handling for "Ben-Hur."

The meeting was called by Jack

(*Continued on page 2*)

Jacob Karp Elected Para. Vice-President

Jacob H. Karp, named last week to the post of administrative head of production for Paramount Pictures, was elected a vice-president of the company by the board of directors at a meeting here on Friday.



Jacob Karp

Since 1940 Karp was executive assistant to Y. Frank Freeman, who last week resigned as Paramount vice-president and studio head. Freeman will continue with the company on a consultative basis. He has been with Paramount since 1933.

MPEA to Make New Attempt to Secure Payment From Japanese for Films Seized During War

From THE DAILY Bureau

WASHINGTON, May 24.—The Motion Picture Export Association will again ask Congress to enact legislation repaying film companies for lost rental income resulting from Japanese seizure of U.S. films in the Philippines during World War II.

The request will be submitted next month to a Senate Judiciary subcommittee which holds hearings, starting June 11, on bills dealing with vested enemy assets and American claims against Germany and Japan.

MPEA officials estimate that as much as $3,000,000 to $4,000,000 might be involved if Congress went along with the MPEA request, which would add an amendment to any one of several pending damage claim bills. The Japanese seized U.S. films in the Philippines, exhibited the films while they occupied the islands, and retained the rental income. Film companies thought they had obtained relief under a recent war claims law, but the law was later interpreted as excluding film rental losses. MPEA made a similar request in a previous Congress, but the Senate group took no action.

Treasury Dept.

Rules Soviet Film Payments Free of Tax

Limit Exemption to Sales Approved by State Dept.

By J. A. OTTEN

WASHINGTON, May 24. — The Treasury Department has ruled formally that payments for Soviet films approved under the recent U.S.-Russian film agreement will be free of U.S. income tax.

The Treasury ruled that the payments would be considered as going to a foreign government and therefore tax-free. The Treasury ruling apparently clears the way for early American distribution and premieres of the Soviet films already selected for showing in this country.

The State Department received word of the Treasury ruling and immediately transmitted the ruling to

(*Continued on page 2*)

U.A. Files New Brief in P.O. Ban on 'Maja' Cards

United Artists has asked for a reversal of the Post Office decision declaring unmailable some 2,000 post cards bearing a photographic reproduction of Goya's painting, "The Naked Maja" in a brief filed with the P. O. Dept.'s Judicial Officer. The post cards are used with the advertising campaign of the film "The Naked Maja."

The new brief, characterized as a

(*Continued on page 6*)

Defends UA's Role in Academy Award Telecast

Charles Simonelli, chairman of the Motion Picture Association advertising and publicity directors' committee, at the weekend entered the tug-of-war between producer Jerry Wald and United Artists Corp., defending the latter against charges that it "was the worst offender in failing to lend

(*Continued on page 6*)

TELEVISION TODAY—page 7

PERSONAL MENTION

SAMUEL GOLDWYN, accompanied by MRS. GOLDWYN, will arrive in New York today from Hollywood. Before returning to the Coast he will attend the premiere of his "Porgy and Bess" at the Warner Theatre here on June 24.

•

HARRY MANDEL, RKO Theatres vice-president, and MRS. MANDEL are scheduled to return to New York tomorrow from a European trip.

•

IRVING H. LUDWIG, Buena Vista president, and JAMES O'GARA, Eastern division sales manager, have returned to New York from Toronto.

•

ILYA LOPERT, president of Lopert Films, will return to New York on Wednesday from a business trip to Paris and London, which followed his attendance at the Cannes Film Festival.

•

ELY LANDAU, board chairman of NTA, and EDYTHE REIN, NTA vice-president, are scheduled to arrive here from Cannes today. HAROLD GOLDMAN, president of NTA International, returned from Cannes on Friday.

•

SY BARTLETT, producer of "Pork Chop Hill," arrived in New York from the Coast on Thursday for Friday's screening of the film for the Overseas Press Club.

•

RICHARD BURTON has arrived in New York from Hollywood for conferences with ALAN JAY LERNER and FREDERICK LOEWE regarding their forthcoming "Jenny Kiss'd Me."

•

IRVING WERNICK, of Favorite Films Corp., was in Albany, N. Y., from here.

•

MRS. ROY PRICE has given birth to a boy at her home in Atlanta. Father is office manager for Theatres Service Co. in the Georgia capital.

SHOWMEN WANTED!

Increase your Concession Sales to an all-time high with 4 Brand-New Full-Color Animated and Narrated Intermission-Time BLOCKBUSTERS from:

NATIONAL SCREEN SERVICE

TOPS IN TRAILERS!

MGM Meeting

(*Continued from page 1*)

Byrne, vice-president and general sales manager. Joseph R. Vogel, president of Loew's, Inc., will open the session today. Top home office executives will participate also.

In addition to the discussions of sales policies and plans, the meeting will attend a session on advertising-publicity plans for all upcoming releases with Dan Terrell, Si Seadler, and Emery Austin, and a session on the "Ben-Hur" promotion plans with Oscar Doob keynoting.

The films to be discussed include "Ask Any Girl," "North by Northwest," "The Angry Hills," "The Mysterians," "The Beat Generation," "Tarzan, the Ape Man," "For the First Time," "The Scapegoat," "The Big Operator," "Girls' Town," "Home From the Hill," "It Started With a Kiss," "Libel," "The Wreck of the Mary Deare," "The House of Seven Hawks" and "Never So Few."

Many Sections Represented

Attending from the field are: Herman Ripps, division sales manager, Los Angeles; William J. Devaney, district manager, Chicago; John S. Allen, division manager, Dallas; Louis Formato, division manager, Washington; Walter E. Banford, district manager, Chicago, John J. Maloney, division manager, Pittsburgh; Saal Gottlieb, district manager, New York; and Hillis Cass, Canadian sales manager, Toronto.

Among those attending from the home office will be Burtus Bishop, Jr., Robert Mochrie, Robert H. O'Brien, Benjamin Melniker, William Harrison, Joel Bezahler, Leonard Hirsch, Irving Helfont and Jay M. Eisenberg.

'Life' Grosses Already Beat Original Version

Universal's "Imitation of Life," new film version of the Fannie Hurst novel which opened in a few selected situations for the Easter holidays and has been in general release for only six weeks, has already rolled up more film rental than the entire domestic gross of the original version of the Fannie Hurst story released 25 years ago. This was reported by Henry H. Martin, Universal general sales manager, at the weeeknd.

Topping 'Glenn Miller'

Martin further said the new "Imitation of Life" was rolling up the longest holdover engagements in the history of Universal, topping even the all-time record holder—"The Glenn Miller Story." He cited the current 10th week of the record run at the Roosevelt Theatre in Chicago; the six-week run at the Roxy Theatre in New York, and the eight-week runs at the Mayfair in Baltimore, and the Fulton in Pittsburgh, among others.

1st-Run K.C. Theatres Bidding Is Complicated

Special to THE DAILY

KANSAS CITY, Mo., May 24 — With the re-entry of the RKO Missouri Theatre into the bidding for product, division of available films among Kansas City first runs is made more complicated.

The Missouri has just been converted from Cinerama operation after three years of restriction to the wide-screen process.

Because of the relatively large number of first-run theatres and the comparatively wide range of ownership, the booking of sufficient new films to keep the houses open has been a vexing and difficult chore for some time.

Competing for Product

In nudging into the already crowded field, the Missouri will be competing for product with Loew's Midland, the Paramount, operated by Interstate Theaters, the Uptown, Fairway, Granada and Isis owned by Fox Midwest, the Roxy and Capri belonging to the Durwood Interests and the Glen, Dickinson and two drive-ins of the Dickinson Company.

The list is lengthened at intervals, too, as the result of the bidding of independently operated drive-ins, and the occasional playing of first-run films at such neighborhood houses as the Brookside, operated by Fox.

In view of the wide-open competition for product and the increasing scarcity of Hollywood releases, veteran Kansas City showmen anticipate some sharp changes in theatre conditions.

British Film Earnings Rise Over Year Ago

From THE DAILY Bureau

LONDON, May 20 (By Air Mail). —The latest returns issued by the British Film Fund Agency, distributors of the exhibitor levy payments, reveal an encouraging increase in renters' earnings on feature films compared to a year ago.

For the four weeks ended April 25, 1959, earnings were £757,414 compared with £676,849 in similar period in 1958. These are the highest earnings reported for more than a year. Levy collections at £335,800 covering entertainments to April 25, 1959, also showed an increase.

The Agency announced a sixth interim allocation at the rate of 48 per cent. The four previous allocations have been 50 per cent.

Make Titles for 'Love'

The superimposed English titles for "Anatomy of Love," the new Kassler Films import, have been completed by C. & G. Film Effects. This organization now has a full staff of technicians and equipment to place English titles on foreign films as well as trailers for imports. Work is under the direction of Martin Gottlieb.

Soviet Fil

(*Continued from page*

Sovexportfilm and to the A film companies involved. A on the status of the films a U.S. income taxes had been up the final arrangements for the films here.

The Russian government American companies wanted ing that the films would not ject to the usual 30 per ce holding tax on foreign co earnings in this country, and Department supported this However, there was fear that ternal Revenue Service mig that the Soviet film company a government agency but commercial venture and her ject to the tax.

Specifically Confined

The Treasury ruling gran tax exemption was specifica fined to film sales approved State Department under the agreement. It would not ex Soviet films brought into th try privately without gov sanction. "Upon the basis of formation submitted to the Department about the rel between Sovexportfilm a U.S.S.R. government" the St partment was told by the Revenue Service, "it is held t ments made by U.S. film co to the Soviet Ministry of pursuant to the cultural ag will not be subject to Federa tax and no withholding of will be required.

Jerome Golden El AB-PT Vice-Presid

Jerome B. Golden has beer a vice-president of American casting-Paramount Theatres, was announced by Leonard H enson, president. Golden is and general counsel of AB-PT. elected to these positions i ary, 1958.

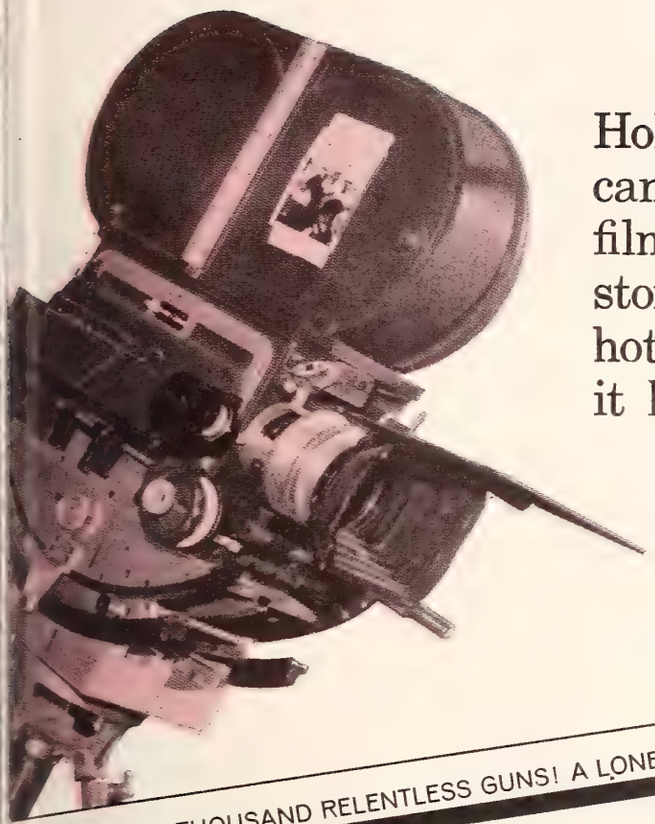
He has been associated w PT in its legal department an ously with Paramount Pictur 1939. During World War II, served overseas in the Signa and the Military Government.

'Porgy' S.F. Premi Coronet on July 2

Special to THE DAILY

SAN FRANCISCO, May With opening night seats s $25, $10 and $5, Samuel G "Porgy and Bess" will have miere at the Coronet on J Travelers Aid is the society sponsor of the premiere which by one week the Los Angele ing, which in turn will be the in the staggered release dates by New York on June 24.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Clu ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondent principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, R Center, New York 20. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, V dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tim as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co



Hollywood sent its cameras overseas to film a hitherto untold story in the actual hot spots where it happened!

HUNTED BY A THOUSAND RELENTLESS GUNS! A LONE AMERICAN CARRYING THE FATE OF A HISTORIC LAND!

M·G·M Presents

ROBERT MITCHUM

in A RAYMOND STROSS PRODUCTION

The ANGRY HILLS

Actually filmed in the violent land where it happened! A dramatic bombshell by the author of "Battle Cry" and "Exodus"!

Co-Starring

STANLEY BAKER · ELISABETH MUELLER

and

GIA SCALA

with THEODORE BIKEL · SEBASTIAN CABOT · DONALD WOLFIT · MARIUS GORING

and KIERON MOORE

Screen Play by A. I. BEZZERIDES · Directed by ROBERT ALDRICH

in CinemaScope

Action in the ad campaign!

YOU CAN BANK ON M·G·M

CORDURA CAME TO THEM...

On May 24, America's top idea-communicators in 10,000 cities, towns and villages read the biggest single piece of motion picture promotion in history...
an entire 16-page New York Sunday Times Magazine Supplement devoted exclusively to

THEY CAME TO CORDURA

Newspaper and magazine editors, TV and radio commentators, syndicated columnists, writers and opinion-makers in every walk of life read this special "Cordura" supplement, along with 3,000,000 other readers of America's most influential newspaper.

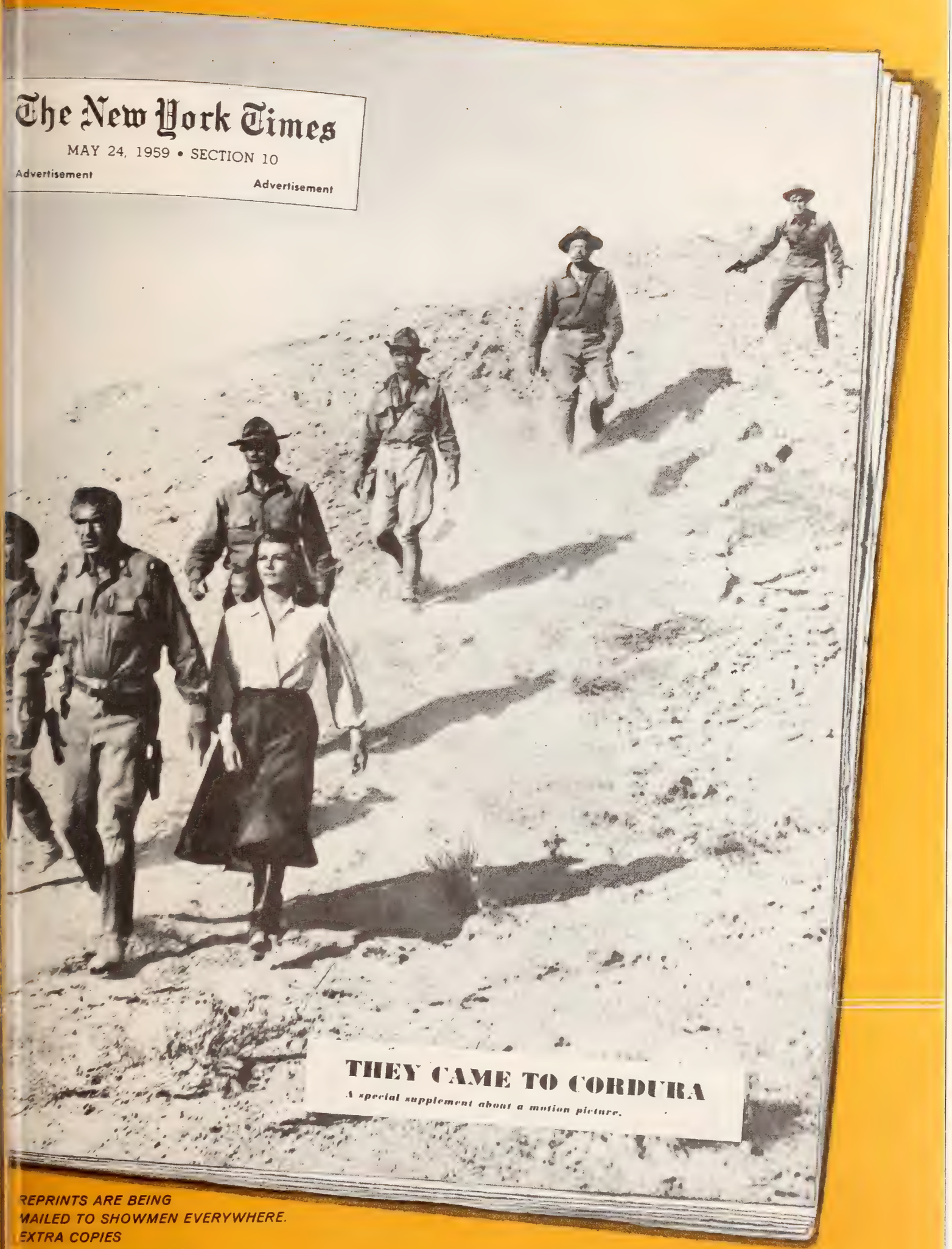
COLUMBIA PICTURES presents

GARY COOPER · RITA HAYWORTH
VAN HEFLIN · TAB HUNTER

in
the
WILLIAM GOETZ
production of

THEY CAME TO CORDURA

co-starring
RICHARD CONTE · MICHAEL CALLAN
DICK YORK
Directed by ROBERT ROSSEN
A GOETZ-BARODA PRODUCTION
From the Novel by GLENDON SWARTHOUT
Screenplay by IVAN MOFFAT, ROBERT ROSSEN
CINEMASCOPE
In EASTMAN COLOR



REPRINTS ARE BEING
MAILED TO SHOWMEN EVERYWHERE.
EXTRA COPIES
AVAILABLE ON REQUEST.

'Maja' Cards

(Continued from page 1)

"bill of exceptions with supporting memorandum of law," argues that in finding the postcards unmailable, the Post Office decision is tantamount to considering the Goya masterpiece obscene. Since obscenity is the single court-supported ground on which materials can be banned from the mails, the United Artists brief makes a four point case asserting that "The Naked Maja" postcards do not arouse "the prurient interest of the average man," the legal definition of obscenity.

In the current brief, the U.A. attorneys focus strongly on the specific legal problem of whether the addition of advertising matter to a recognized work of art renders it obscene. The brief denies that the inclusion of advertising matter to the postcards in any way removes the Constitutional guarantees involved. It is this issue, never tested by the U. S. Supreme Court, that makes the current proceedings a crucial legal test, it is pointed out.

In an earlier hearing before the Civil Service Hearing Commissioner William A. Duval, United Artists presented a number of expert witnesses including psychoanalist Theodore Reik and New York University Art Historian Horst Janson, who testified that the paintings and the postcards are in no way obscene.

Second Meeting Soon on Successor to IMPO

The second meeting of foreign film importers and distributors here to map a wide-ranging successor to the defunct International Motion Picture will probably be held during the first week of June, it was learned at the weekend. The exact date is subject to the return of many of the interested parties from Europe, where they attended the annual Cannes Film Festival.

Richard Brandt, temporary chairman of the planned organization, told MOTION PICTURE DAILY that there has been no diminishing of interest in the group since announcement of it was made late in March. "Everyone I speak to is interested," Brandt said.

Skouras, Zeckendorf to Tell Century City Plans Today

From THE DAILY Bureau

HOLLYWOOD, May 24. — Spyros P. Skouras, president of 20th Century-Fox, and William Zeckendorf will disclose plans on Monday morning at the Fox studios for Century City. The half-billion dollar project will convert 180 acres of the 20th-Fox lot into a master-planned city, including 3 office buildings, apartment houses, hotel, mall-type fashion center, concourses, department store, restaurants and a proposed motion picture industry museum.



AT "CORDURA" CONFERENCE: William Goetz, producer of "They Came to Cordura"; Jonas Rosenfield, Jr., Columbia executive in charge of advertising and publicity; Paul N. Lazarus, Jr., Columbia vice-president; Robert S. Ferguson, Columbia national director of advertising, publicity and exploitation.

'Cordura' Campaign Launched

(Continued from page 1)

a motion picture," Paul Lazarus, Columbia vice-president, said at the home office here Friday in announcing the supplement's appearance.

Sitting in on the press conference with him were producer Goetz, Jonas Rosenfield, Jr., Columbia executive in charge of advertising and publicity; Robert Ferguson, national director of advertising, publicity and exploitation, and William Schneider and Lloyd Seidman, vice-presidents of Donohue & Coe, advertising agency.

"This supplement," said Lazarus, "represents a radical departure in motion picture merchandising thinking, and is symptomatic of the industry today. When you have a multi-million dollar film, you've got to sell it as if it were a recurring, sable product of a general industry."

For Deepest Penetration

The supplement, which is full of pictures (many in full color), contains by-line stories by Goetz, author Glendon Swarthout, separate profiles on stars Gary Cooper, Rita Hayworth, Tab Hunter, Michael Callan and director Robert Rossen, as well as production and location stories and a very generalized synopsis of the film in full-color pictures.

"We are aiming for the deepest kind of penetration into opinion making groups," Lazarus continued. "We decided that the *Times* would give us that kind of penetration because it is read regularly across the entire country." He said too that the supplement in no way represented any changes in the company's intended use of national magazine advertising, which will come later. "This is just the kick-off."

Cost Is $50,000

Rosenfield reported that the supplement, which cost about $50,000 for printing and space ("the approximate cost of a color page in a national magazine"), in addition to the *Times* circulation was going to be widely distributed by Columbia.

The company has ordered 50,000 reprints which (with covering letters from Columbia executives) will be sent out to such diverse groups as industry banking executives, exhibitors, newspaper and magazine editors, TV commentators, Columbia stockholders, agents and other producers in the industry, business and financial writers and book publishers. Copies of the supplement also are being sent to all foreign branches for distribution among important opinion-making groups abroad.

Avoided Usual Cliches

Schneider, presenting the Donohue & Coe side of the story, said the supplement was an example of "total sell." Pointing out that similar *Times* supplements had been taken by states (New York) and cities (Atlantic City) and corporations (Mutual of Omaha), he said that "there are a lot of principles of general advertising which motion pictures can use," and, he added, "vice-versa."

In this supplement, he continued, "we have avoided the usual motion picture advertising cliches. Instead, we are selling everything that is in the picture."

By using the *Times*, as well as its "authority," he said, "we will reach a large and comprehensive group of the most important persons of the United States."

Rosenfield suggested that such a campaign as the one Columbia is preparing on "Cordura" serves more than the interests of a single picture or even a single company. "It shows a vitality, maturity and agressiveness that has industry-wide implications," he said.

Lazarus estimated that the total cost of the campaign would come between a half and three-quarters of a million dollars.

Goetz Gives Approval

Goetz, whose appearance at the press conference was unscheduled, had arrived in New York only the night before from Vienna where his current film, "The Magic Flame," is shooting. He gave his unqualified approval to the campaign being set on his picture by Columbia. From New York he goes to Tokyo to scout locations for "Cry for Happy," scheduled to start shooting in the Fall. His "Magic Road," with James Stewart, starts this Summer and he also is preparing for production next year "Time for Dragons."

Defends U.

(Continued from page

assistance in the assembly" of dustry sponsored Academy telecast.

Wald's statement "was ve leading insofar as it tended t the reader believe that United made little or no contribution nection with the recent A Awards telecast," Simonelli h ten the producer.

Greatest in History

"You acknowledged in you view that 100,000,000 peop seen the event and that the telecast revealed that the pub interested in pictures and fil sonalities," Simonelli said. "I that if you dig deeper, you v cover that one of the import sons for this unprecedented audience can be attributed to the greatest merchandisi public relations campaign f event in the history of our bu

Simonelli pointed out that deal" of the "successful result" campaign "was initiated and ed through the advertising an licity directors committee o coasts with the full coopera Margaret Herrick and her asso

No Member Did More

In this respect, he said, "no member of our committee di to insure the success of the A Awards merchandising projec the United Artists represe Roger Lewis."

Simonelli told Wald, "you c will recall that prior to, and the first of the industry's spon of the Academy telecast, i Roger, as chairman of this com who gave unstintingly of his tir effort. It was Roger togethe Jerry Pickman who made man to California to report and with our committee on all fa the Academy event which w lated to our member partici In recognition of their efforts o and energy, Roger and Jerry co even now as the distribution sentatives on the special com composed of George Stevens, yo Margaret Herrick and Dan Tara

Set Record Straight

"It is difficult for me to unde your utter lack of recognition of er Artists' contribution to the s of the overall Academy projec monelli further told Wald. "Ce Roger represented United Artist had the full endorsement of h tions by his immediate superior Youngstein. These actions not represented Roger's time and tion to the Academy event, bu United Artists' willingness to p pate in member expenditures were so necessary for the succe the merchandising and public tions campaign."

Simonelli said "I am sure you want to set this part of the r straight because it seems to me you, above all, are well awa Roger's contributions to the o Academy Awards telecast promo

PEOPLE

Diamond, branch manager in lphia for 20th Century-Fox, ovide the inspiration for a one- ales drive starting June 21 and nown as Sam Diamond Week.

□

Fried, of Liggett & Florin, ork, has leased the Rock Hill n Theatre, near Monticello, in atskill Mountains, and has it weekends. The 700-car op- will go full-time shortly.

□

Denniston has closed his Fam- eatre in Monroe, Mich. He he house in 1917, following on of small theatres since 1911.

□

n Prince, formerly booker for Co Theatres, Toccoa, Ga., has Carl Floyd Theatres, Haines la.

□

tt Oliver has been named busi- presentative for the Philadel- oving Picture Machine Opera- ion, IATSE, Local 307.

□

er Liebler, for the past seven sistant treasurer, secretary and of Allied Artists Internation- joined Samuel Hacker & Co., CPA's, in an executive post.

□

ude Palmer, administrative as- at National Telefilm Associ- s been named director of per-

ate N. Y. Drive-In et Change in Name

Special to THE DAILY

ANY, N. Y., May 24.—A of name to Glendale Drive-in made by Joseph Mirasola, e reopens the former Starlight, ersville, Friday.

ola, who will reopen the 9-L Drive-in, Lake George Vil- n the same date, is widening een (to 70 feet), building a oth, changing the marquee king other improvements at tdoor theatre near Schroon

ook a lease on it, with an op- buy, from Henry McKee, who a nearby restaurant.

Acquires 'Pole'

LYWOOD, May 24. — Allied in a deal just concluded with Films, Rome, has acquired d Canadian rights to "Calling Pole," starring Curt Jürgens wn Addams. The feature was n Italy in CinemaScope and

es' Big $27,623

Jesse James" scored a big for its first week at the Astor here, United Artists said at kend.

Rank Precision Shows Annual Profit Raise

From THE DAILY Bureau

LONDON, May 20 (By Air Mail)—Rank Precision Industries Ltd., trading profit at £645,759 ($1,808,125) showed an increase of £51,467 ($144,107) in 1958, chairman Lord Rank has stated in his annual report to stockholders. Despite difficult conditions in the cinema and film production industry throughout the world, he said, we have maintained a reasonable level of business. Total volume of sales in overseas markets have been maintained and for the third year running exports represented rather more than 30 per cent of the total business, he added.

The sale of the Harkness 'Perlux' cinema screen, he pointed out, continued to increase at home and overseas.

Lord Rank also reported on the Group's reorganisation scheme, one of the objects of which was the rationalisation and simplification of the Group structure. During 1958 eight subsidiaries were liquidated and trading operations are now carried on by three divisions. They are: Taylor, Tayor & Hobson whose products include lenses, machine tools and engineers' measuring instruments; Cine & Photographic—the increase in the Group's profit is mainly derived from this division; G. B.-Kalee Professional Equipment for cinema and studio equipment.

Decca to Appeal Ruling In Glenn Miller Suit

Attorneys for Decca Records are now making the necessary arrangements for an immediate appeal of the decision of New York Supreme Court Justice Henry Epstein in the case of the Glenn Miller Estate vs. Decca. This was revealed at the weekend by Leonard W. Schneider, executive vice-president of Decca.

Judge Epstein ruled that Universal Pictures and Decca must account to Mrs. Helen D. Miller, widow of the late Glenn Miller, for the sale of recordings manufactured and sold by Decca taken from the sound track of the Universal film, "The Glenn Miller Story."

Although previous reports indicated Mrs. Miller might collect in excess of $1,000,000, Schneider said the decision—"if it stands on appeal"—will involve an accounting of approximately $20,000 to $25,000.

C. P. Durmeyer, Jr.

ATLANTA, Ga., May 24.—Charles Phillip Durmeyer, Jr., father of Charles D. Durmeyer, owner of the ABC Theatre Candy Co. and former chief barker of the Atlanta Variety Club, died at his home in New Orleans, La.

325 Dates for 'Hound'

"The Hound of the Baskervilles," United Artists' release, has been booked into 325 theatres in the Texas area starting June 18.

Television Today

Announce Hearings on 12 Pending TV Bills

From THE DAILY Bureau

WASHINGTON, May 24.—A Senate Commerce Subcommittee announced a series of hearings starting June 9 on 12 pending television bills.

One group of hearings deals with five bills mainly affecting Federal Communications Commission procedures. Another set deals with three bills dealing with FCC powers on hearings and grants. A final phase deals with four bills covering community antenna systems and booster stations. The hearings, which will run on and off through early July, will be carried on by a subcommittee headed by Sen. Pastore (D., R.I.).

Four TV Film Series Set New High for CNP

Announcement of a $5,500,000 shooting schedule as a major part of CNP's 1959 new production plans was made at the weekend by Earl Rettig, head of California National Productions. In addition to "The Lawless Years" and "Philip Marlowe," both set for networks, Rettig has signaled immediate production for "Not For Hire" and "Pony Express."

Currently in production on the MGM lots in Culver City are "The Lawless Years," saga of the Prohibition gangster era, and "Philip Marlowe," with Philip Carey in the role of Raymond Chandler's detective-novel hero. "The Lawless Years" made its debut recently on NBC-TV and "Philip Marlowe" is scheduled for ABC-TV this fall.

"Not For Hire," which stars Ralph Meeker as an investigator working with the provost marshal's office, is being shot in Honolulu and other remote points, as well as on the MGM lot. "Pony Express" will be filmed on location near Phoenix, Arizona.

Rettig, who took over the reins at CNP in December, 1957, said that at least two more CNP series are in the planning stage for a projected total of six new productions this year.

NBC Spot Sales Signs As Member of TvB

NBC Spot Sales has signed as a member of the Television Bureau of Advertising, effective immediately, Norman E. Cash, TvB president, announced. With the addition of NBC Spot Sales, TvB membership now includes 17 television station representative firms.

In addition Cash announced the signing of two Canadian stations as TvB members. They are: CKCK, Regina, Saskatchewan, and CHCT, Calgary, Alberta.

Who's Where

Lillie Messenger, long associated with the late Louis B. Mayer as story executive at the MGM studio, has been signed by NBC to act in an executive position in connection with their new program development project. Miss Messenger will headquarter in California, but her assignment, involving the search and development of story properties, will necessitate frequent visits to New York.

□

Dick Berg, who has written scripts for most of television's one-hour and 90-minute dramatic series, has been signed to a contract with the NBC Television Network as a writer-producer and consultant, it was announced by **David Levy,** vice-president, NBC Television Programs and Talent.

Liggett, Myers Buy 90 Hours on ABC '59-'60

Liggett & Myers Tobacco Co., for L & M, Chesterfield and Oasis cigarettes, has purchased 90 hours of time for the 1959-60 season on the ABC Television Network, one of the largest television time and program buys in the history of broadcasting, it was announced by Oliver Treyz, ABC Television president.

The purchase comprises co-sponsorship of three one-hour and two half-hour programs. They are: "The Alaskans," an hour-long adventure series set in the Yukon of 1898 and produced by Warner Bros.; "Adventures in Paradise," sponsored by Oasis and slated to start on Monday, Oct. 5, from 9:30 to 10:30 P.M. The series was created and supervised by Pulitzer Prize-winning James Michener and will be produced by 20th Century-Fox.; "The Untouchables," the prototype of which recently rang up a tremendous national rating as a two-part, hour-long show. The new series will be produced by Desilu and will fill the 9:30 to 10:30 P.M. time period on Thursdays, starting Oct. 15. Chesterfield will be the sponsor.

First of the half-hour shows will be "The Rebel," produced by Goodson-Todman and slated for Sundays, 9 to 9:30 P.M. and co-sponsored by L & M and The Procter & Gamble Co. and "Black Saddle," is the second half-hour show under the Oasis banner. The program debuts on the ABC-TV Network on Friday, Oct. 2, in the 10:30 to 11 P.M. time period.



"ROOM ZOOMS TO BOOM BIZ

—Vari

Kenmore BOSTON Now in its 2nd week!

Fine Arts LOS ANGELES Now in its 2nd week!

Saenger NEW ORLEANS Now in its 2nd week!

Playhouse BALTIMORE Now in its 4th week

Esquire CHICAGO Now in its 5th week!

Fine Arts NEW YORK Now in its 8th week!

Palace MILWAUKEE Now in its 2nd week!

Ontar WASHING Now in 4th wee

United Artists DETROIT Now in its 3rd week!

Century BUFFALO Now in its 2nd week!

Larkin & Clay SAN FRANCISCO Now in its 3rd week!

Colonial RICHMOND Now in its 2nd week!

"Tell me again, Joe...tell me I'm the only one...!"



Now playing in these top commercial houses...

Plaza, Stamford; Fox, Tucson; Fox, Phoenix; Warner & Merrit, Bridgeport; Midwest, Oklahoma City; Strand, Ithaca; Norva, Norfolk; California, Berkley; Ohio, Canton; Warner, Youngstown; Saenger, Mobile; Keith, Dayton; Hart, Baton Rouge; Paramount, Oakland; Strand, Albany.

And book into key hou of these major circuit

Fox West Coas
Stanley Warne
Paramount
United Artists
Loew's
RKO

"ROOM AT THE TOP"

starring **LAURENCE HARVEY, SIMONE SIGNORET and HEATHER SEARS**

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All the News That News

MOTION PICTURE DAILY

Concise and to the Point

5, NO. 100 NEW YORK, U.S.A., TUESDAY, MAY 26, 1959 TEN CENTS

A Gives Terms

ssians Sent ntracts on m Exchange

. Ruling Clears Way; remiere by Early Fall

By J. A. OTTEN

HINGTON, May 25. — The Picture Export Association is out to Sovexportfilm today s with the specific terms and ns for the purchase of the Russian films under the recent change agreement.

action was made possible by a y Department ruling last week Russian film sales would not ect to U. S. income tax.

stry officials said they now for the premiere Russian film in this country in late Sum- early Fall.

contracts going to Sovexport- under the name of MPEA,

(*Continued on page* 6)

ett Hails Two Tax ories Won in Ohio

Special to THE DAILY

UMBUS, O., May 25.—Elim- of the proposed 3 per cent ad- s tax and the 3 per cent tax on ntals from Senate Bill 376 "is victory for all motion picture in Ohio in the fight against ling taxation," Kenneth Prick- cutive secretary of the Inde- Theatre Owners of Ohio, de-

ett praised the efforts of a

(*Continued on page* 2)

-City World Bow 'Earth' on June 24

multaneous twin-city world e of the Universal-Interna- Vintage production, "This s Mine" will be held in San o and Oakland on June 24, it nounced yesterday by U-I.

picture, which stars Rock Hud- n Simmons, Dorothy McGuire ude Rains, will open on the ght at the Golden Gate Thea- an Francisco and the T & D in Oakland.

U. A. Film to Sponsor Radio Broadcast Of Patterson-Johansson Title Fight

(Picture on Page 6)

United Artists and the Mirisch Co., distributor and producer, respectively, of the forthcoming Civil War adventure film, "The Horse Soldiers," have acquired radio broadcast rights to the June 25 Floyd Patterson-Ingemar Johansson heavyweight title fight as a promotion medium for the picture.

It is said to be the first time a broadcast of a prize fight has been sponsored by a motion picture.

U.A. and Mirisch acquired the broadcast rights for $100,000 from the TelePrompTer Corp., which had paid $300,000 for the complete elec-

(*Continued on page* 6)

Cole, Allied Founder Dies in Texas at 77

Special to THE DAILY

DALLAS, May 25.—Col. Harry A. Cole, 77, retired exhibitor and one of the founders and former presidents of Allied States, died Saturday in a rest home here following a lengthy illness.

Funeral services were held this morning from the Ed C. Smith and Bros. funeral chapel, with burial in Grove Hill Memorial Park. Pall bear-

(*Continued on page* 5)

Change Eligibility Rules For 1959 S.F. Festival

Special to THE DAILY

SAN FRANCISCO, May 25.—Entry regulations for the San Francisco International Film Festival have been altered to permit competition of any picture that has not been shown previously at a North American festival;

(*Continued on page* 2)

Curtis Kenyon Heads Writers Guild-West

From THE DAILY Bureau

HOLLYWOOD, May 25. — Curtis Kenyon has been elected new president of the Writers Guild of America-West as well as president of the

(*Continued on page* 2)

Justice Dept. Consent Decree Methods Scored

From THE DAILY Bureau

WASHINGTON, May 25. — The Democratic majority of a House Judiciary Subcommittee issued a report sharply critical of Justice Department consent decree procedures in general and of the American Telephone and

(*Continued on page* 5)

Season No Barrier to Film's Success: Fellman

From THE DAILY Bureau

HOLLYWOOD, May 25. — Nat Fellman, chief film buyer for Stanley Warner Theatres, on one of his periodical visits to preview forthcoming product at the studios, told MOTION PICTURE DAILY the cliches that heretofore governed the release of a motion picture are rapidly becoming extinct.

"All one has to do is look at the

(*Continued on page* 5)

Rule Beacon Theatres Entitled to Jury Trial in Anti-Trust Suit Vs. FWCT

From THE DAILY Bureau

WASHINGTON, May 25.—The Supreme Court ruled today that Beacon Theatres, operator of the Belair Drive-In near San Bernardino, Calif., was entitled to an immediate jury trial in its anti-trust suit again Fox West Coast Theatres.

A 5 to 3 ruling gave Beacon at least this much of a victory in its litigation against Fox. Justice Black delivered the majority opinion, while Justices Stewart, Harlan and Whittaker dissented. Justice Frankfurter took no part.

While the court opinion was based on this one case, it obviously had broad legal ramifications. The matter before the court was a complicated legal battle over jury trial rights in a countersuit. Beacon had originally objected to the fact that a Fox theatre 11 miles away was given clearance over the Belair, and threatened to sue. Fox jumped first and asked the

(*Continued on page* 5)

Studio-Use Rent-Free

Fox 'Holders To Get Monies From Lot-Sale

Skouras Outlines Deal; To 'Produce More Than Ever'

By SAMUEL D. BERNS

HOLLYWOOD, May 25. — "All monies derived from the sale of the 260 acres embracing the 20th Century-Fox studios in West Los Angeles will go to stockholders. Not one penny will be used for the operation of the studios," 20th president Spyros P. Skouras stated to the press today, immediately preceding groundbreaking ceremonies for construction of the first building of "Century City."

Skouras in commenting on condition of the film industry when questioned on the reason for sale of the property, said "the first five months of this year's attendance has been better than since the industry first felt the effect of TV competition. Our plan is to produce more than

(*Continued on page* 2)

Independents' Future Rosy, Weintraub Feels

By WARREN G. HARRIS

Producer Sy Weintraub, who last year sold most of his TV interests and bought, along with Harvey Hayutin, the controlling interest in Sol Lesser Productions, feels that motion pictures have reached "the great frontier," and that there is "a great future for the independent producer."

"When did the independent ever have the opportunity he has today, when the industry is really bouncing?" Weintraub asked during a trade press conference here yesterday at the home

(*Continued on page* 5)

SDIG Ratifies Plan for Affiliation with SDGA

Members of the Screen Directors International Guild here have endorsed a resolution introduced by the executive board recommending the approval of the general basis for

(*Continued on page* 2)

PERSONAL MENTION

JERRY PICKMAN, Paramount advertising-publicity vice-president, will return to New York today from Pittsburgh and Cleveland.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, will leave the States on July 15 for a 10-day trip to Soviet Russia.

•

WILLIAM GOETZ, producer, will leave Los Angeles today for Tokyo.

•

ROBERT DORFMAN, Buena Vista exploitation manager, will leave New York today for Toronto.

•

HAROLD HECHT, president of Hecht-Hill-Lancaster, has arrived in New York from the Coast.

•

HERBERT WILCOX and his wife, ANNA NEAGLE, will arrive here tomorrow from London for a stay of two weeks.

•

TERRY and DENIS SANDERS, producer and director, respectively, returned to Hollywood yesterday from New York.

•

KATHARINE HEPBURN has left New York for London via B.O.A.C.

Rites for Mrs. Klune

HOLLYWOOD, May 25. — Funeral services for Mrs. Lillian Becker Klune, 55, wife of Raymond A. Klune, vice-president and general manager of the MGM studios, was held today at Brentwood Presbyterian Church. Mrs. Klune died Friday at the California Lutheran Hospital, following a long illness.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
DEBORAH KERR ROSSANO BRAZZI MAURICE CHEVALIER
in "COUNT YOUR BLESSINGS"
An M-G-M Picture In CinemaScope And METROCOLOR
and GALA NEW STAGE SPECTACLE

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10 Years of Experience have taught us the "Know-how" of making Special Trailers . . . Try us with your next order!
1327 S. Wabash CHICAGO, ILL. filmack 630 Ninth Ave. NEW YORK, N.Y.

Change Rules

(*Continued from page* 1)

in prior years the rules have prohibited entry of any film shown before in a festival in the Western Hemisphere.

This change in the festival regulations was announced today by managing director Irving M. Levin, who said that invitations to participate in the third annual affair have been extended to more than 60 countries. The 1959 festival will be in the Metro Theatre Nov. 11-24.

The alterations in the rules, which also will now no longer bar films exhibited previously in the country of origin, are said to be a result of the boycott of the festival by Hollywood last year.

In addition to the change in regulations, Levin also announced additional "Golden Gate Awards" will be made this year for best supporting actor and actress and best screenplay. Previously the awards went only to best film, actor, actress and director. Also there will be awards for eight categories of short subjects, namely, animation, art film, creative-experimental, documentary short subject, fiction short and industrial film.

Prickett Hails

(*Continued from page* 1)

number of Ohio theatremen "who devoted time and expense on trips to Columbus for appearances before the Senate taxation committee." He listed Marshall Fine, Cleveland; Frank Murphy, Loew's Cleveland division manager; Joe Alexander, RKO division manager; Jack Armstrong, Bowling Green, and Sam Schultz, Cleveland. Prickett said it would take too much space to "begin to enumerate all who have had some part in this campaign."

Walter Kessler, Loew's Ohio manager, and Ed McGlone, RKO city manager, are the Columbus theatremen who acted as contact men locally in the successful fight against the tax proposals.

Kenyon Elected

(*Continued from page* 1)

Screen Writers branch of the organization.

Others elected were Fen Englund, first vice-president; Leonard Freeman, second vice-president and president of the TV-radio writers branch; James Webb, treasurer, and Kay Lenard, secretary.

'Hot' $440,552 Here

"Some Like It Hot" has amassed a huge $440,552 gross for eight weeks at Loew's State Theatre here, after registering $35,365 during the past seven days, it was announced by United Artists. The Mirisch Company presentation is holding over for a ninth week.

Vote $150,000,000 More For SBA Revolving Fund

From THE DAILY Bureau

WASHINGTON, May 25. — The House Appropriations Committee voted an additional $150,000,000 for the Small Business Administration's loan revolving fund.

The appropriation, bringing the loan total to $690,000,000, was $50,000,000 below the budget request. The committee implied that if this $50,000,000 should be needed later, it would vote the amount in a separate bill.

SDIG Ratifies

(*Continued from page* 1)

affiliation recently reached in Hollywood between SDIG representatives and the Screen Directors Guild of America. According to this proposal SDIG would become the New York branch of SDGA after both groups approve the revised SDGA by-laws making such affiliation possible.

Under the terms of the agreement, the New York directors would retain the power to deal with all local problems in accordance with national policy, including collective bargaining, government, finances, and discipline over Directors working under its administration. The New York branch would be represented on the national board of SDGA in numerical proportion to their membership strength, and all East and West Coast directors would enjoy equal working privileges.

Action was taken at the annual membership meeting of SDIG here at the weekend at which time also new officers were elected. Charles H. Wasserman, staff director at Television Graphics, succeeded as president to Howard T. Magwood, of Filmways, Inc., who held the office for two consecutive terms.

Frank Capra Again Heads Screen Directors Guild

HOLLYWOOD, May 25. — Frank Capra succeeds George Sidney as president of the Screen Directors Guild. Capra, a former president, was elected at the annual SDG membership meeting Friday night. Sidney refused renomination, having served for eight terms.

Mrs. Long Rites Today

SAN FRANCISCO, May 25. — Funeral services will be held here tomorrow for Mrs. Velma Long, 53, wife of Earl W. Long, manager of all Paramount theatres here. Mrs. Long died suddenly from a cerebral stroke Friday while her husband was on a business trip in the East.

A son in the Navy, Richard, and a high school daughter, Priscilla, also survive.

Fox 'Holde

(*Continued from page* 1)

ever before, and we intend to 10 TV series going within a ye

In answer to a query reg reason for the sale, Skouras sai could have sold the property 10 ago, but we found a satisfactory today. There's room in busine bears, bulls and hot hogs. I g price I wanted and took it."

Edmond Herrscher, who con the idea of the "City," and placed in charge of the entir velopment by Skouras, in a si interview disclosed portions o agreement whereby the studio operate rent-free for the nex years, commencing May 10, with payment of taxes only. Th dio will have yearly options after for an additional period years, operating on 80 acres present lot for an approximat nual rental of $1,400,000.

Herrscher, who is also chairm the board of Mayfair Markets that 20th will release pieces o to William Zeckendorf, preside Webb & Knapp, as they are pa and that Zeckendorf will ha years in which to complete his year program."

Will Build on Reduced Acrea

Fox owns 2,300 acres in M which it purchased 14 years which can be utilized for con production activity in the ev elects to leave present quarters. while, the company plans to between two and four million d for new buildings on its re acreage to provide additional ties necessitated by its TV pr activity.

The first building under con tion today is the $2,500,000 ne fice building headquarters for W Becket and Associates, archite and engineering firm, who deve the master planning for the Ce City development.

Mention was made of plans motion picture industry museum sponsorship of the project was ulative on whether the Academy or private money would ma reality.

Cheyfitz Dies; Form Adviser to Johnston

From THE DAILY Bureau

WASHINGTON, May 25.—E T. Cheyfitz, lawyer and labor tions counselor to a number o porations and former labor and lic relations adviser to Eric Joh president of the Motion Picture of America, died early yesterd George Washington Hospital. fitz, who had been stricken w heart attack early last week, w

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News E Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

TODAY...

ELIZABETH TAYLOR

ONTGOMERY CLIFT

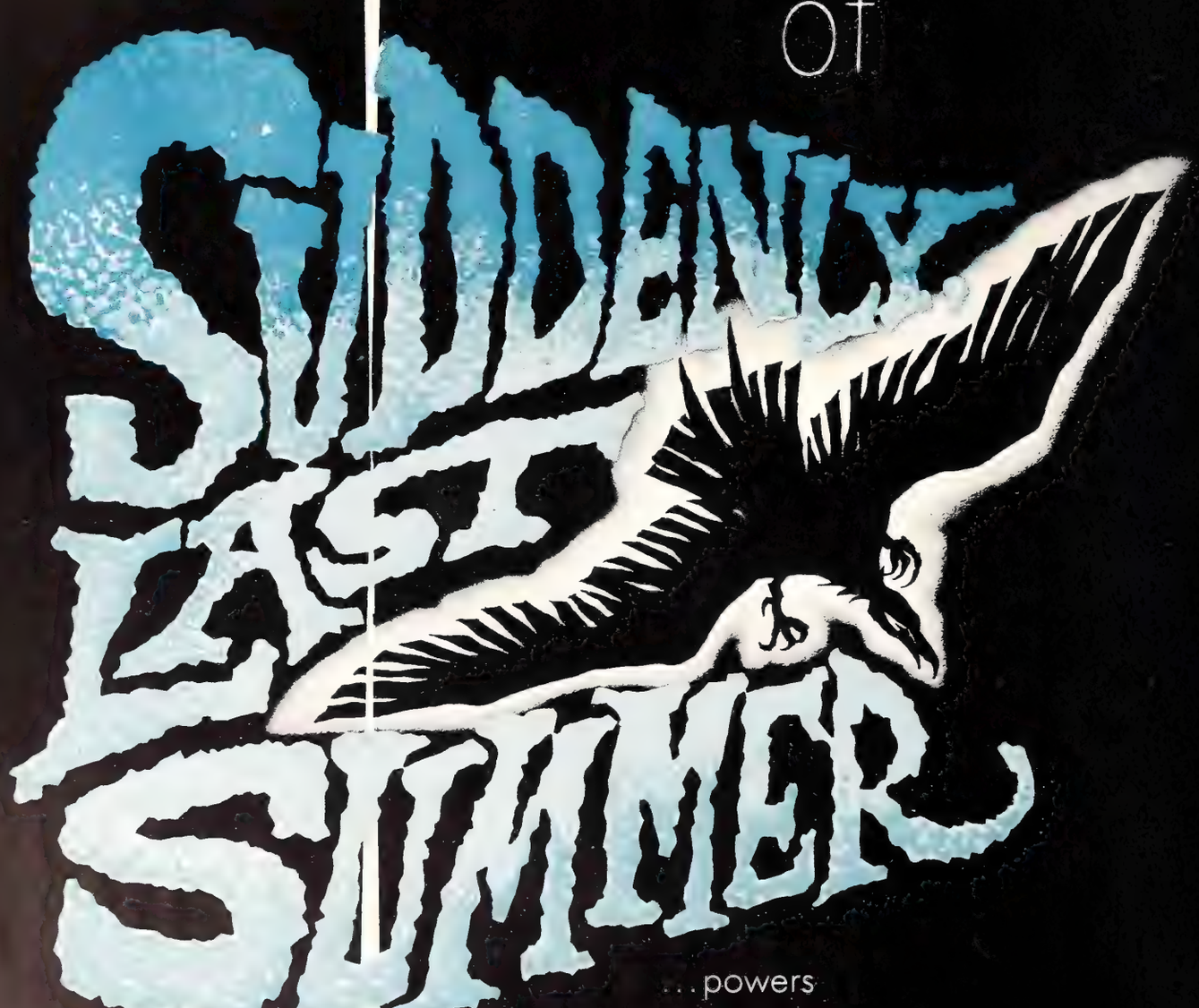
ATHERINE HEPBURN

ENNESSEE WILLIAMS

OSEPH L. MANKIEWICZ

ND SAM SPIEGEL...

...start
the
bold
filming
of



...powers
and passions
without precedent
in
motion pictures

To be released by Columbia

design by KISS

Printed in

-J Decree

(*Continued from page* 1)

graph Co. consent decree in par-
.r.

e Republican minority, however,
il a dissent generally defending
nt procedures and the A. T. and
gotiations.

e report was an outgrowth of
58 hearings by the subcommit-
headed by Rep. Celler (D.,

ting that the use of consent de-
by Justice had grown consider-
in recent years, the Democratic
ity said consent decrees weaken
eterrent effects of the anti-trust
They said the consent decree
ce places all power in an admin-
ve agency, without established
to safeguard the public interest;
es private litigants of the right
government evidence as part
eir private anti-trust case; and
es potential costs and damages
guilty persons. Moreover, they
the Justice Department fails to
up consent decrees to check
mpliance.

lement of Secrecy' Decried

e element of secrecy that sur-
s the entire consent decree pro-
is contrary to the general policy
shed by Congress that anti-trust
ement proceedings shall be
," the Democrats said.
y suggested the Justice Depart-
be given a chance to revise its
lures, but threatened Congres-
action if Justice did not act.
ne thing the Democrats said
ongress should consider amend-
ie anti-trust laws to give the
discretion as to whether a con-
ecree would be available for use
ivate litigants to establish a
facie case in treble damage liti-
Right now, consent decrees
be used by private litigants,
litigated decrees can be. Pri-
uits should be encouraged as
is possible, the Democrats as-

'ants Public Notice Served

majority report also suggested
t decree procedures be revised
competitors of the defendants
ter participation in the terms
decree, and to provide public
of the terms of the decree
waiting period during which
parties should have a chance
rvene.

e 'Ben-Hur' Sign for es Square Area

t is described as "one of the
advertising signs ever put up
es Square area" will be fea-
on the side of the 18-story
Building at Broadway and
Streets in connection with
'Ben-Hur."
sign, announcing the world
e of the film at Loew's State
in November, will cover the
north side of the building, to
le for 30 blocks.

Weintraub Sees Rosy Future

(*Continued from page* 1)

office of Paramount Pictures, which is releasing the producer's first feature, "Tarzan's Greatest Adventure." "It used to be that the majors had everybody under commitment, and the independent couldn't make a deal," Weintraub said, "but the situation has now reversed itself completely."

Weintraub reported that while "Tarzan's Greatest Adventure" was made for Paramount release, that company did not supply any of the production financing. The picture, which Weintraub said is the most expensive "Tarzan" to date, was filmed principally in and around Kenya, British East Africa, with some interiors executed in London.

"There has never been a 'Tarzan' that lost money," the producer commented, pointing out, however, that his, the 33rd 'Tarzan' film, deviates considerably from the standard formula. "Tarzan's Greatest Adventure," Weintraub said, "is primarily an adventure tale, with the emphasis on story and action." Gordon Scott (Tarzan) has been given a haircut and speaks correct English for the first time. In addition, Tarzan's mate, Jane, and their son, "Boy," have been eliminated, with their places taken by two "sexy" actresses, Sara Shane and Scilla Gabel. The cast of the Eastman Color production also includes Anthony Quayle, noted Shakespearean actor, as the villain.

Weintraub, whose company owns title to the "Tarzan" character, said that he has no plans to put the jungle hero on television. "We'll keep him in theatres where he belongs," he said.

"George Weltner is so high on the picture," the producer continued, "that we're going to take advantage of the summer boxoffice by putting it into release across the country on June 17, when we'll have to have 300 prints in circulation."

Promotion plans for "Tarzan's Greatest Adventure" call for aiming at "a far larger base than usual," Weintraub said. Advertising will concentrate on teenagers and adults, although children will not be entirely neglected.

Col. Cole Dies

(*Continued from page* 1)

ers included Jack Lilly, L. C. Tidball, Phil Isley, W. C. Scurry, Paul Short and Kyle Rorex.

After leaving the Army as a lieutenant colonel following World War I, Cole entered the theatre business with his brother at Ranger, Tex. Since 1920 he owned and operated theatres in Marshall, Greenville and Bonham, Tex. He organized the MPTO of Texas and as its head participated in the formation of national Allied some 30 years ago.

He conceived the idea for "Movietime in Texas," a successful statewide theatre promotion campaign of the early 1950s and with Robert J. O'Donnell of Interstate Theatres here, organized and served as co-chairman of Texas Compo. He was co-chairman of the national Compo campaign in 1954 that won the elimination of the Federal admission tax from tickets of 50 cents or less, and reduction from 20 to 10 per cent above that. In recognition of his work, Texas exhibitors tendered him a huge testimonial and presented him with a Cadillac. He was a member of the Variety Club of Dallas. Cole retired and disbanded Texas Allied in 1957.

Surviving are nephews Austin A. and Howard Cole of Houston, and Barton O. Cole of Ft. Worth, and nieces Mrs. D. D. Redman, Mrs. Alice D. Harrelson and Mrs. Neil Norris, Dallas; Mrs. Jack Timmins, San Angelo, and Mrs. Barry Carroll, now living in Germany.

Academy Meets Thurs.

HOLLYWOOD, May 25. — The new board of governors of the Academy of Motion Picture Arts and Sciences will meet here on Thursday night to elect officers for the 1959-60 term.

Season No Barrier

(*Continued from page* 1)

grosses being racked up by a 'Shaggy Dog' or an 'Al Capone' or a 'Gidget' to realize that July and August are not the only months to be considered as the preferred playing time of the year. All we need are good, entertaining pictures, with emphasis on entertainment, not heavy-laden situations from which we seek escape, and the box-office will respond regardless of the season," Fellman stated.

"Another good example is Disney's 'Sleeping Beauty,' now playing in several 70mm installations to big grosses, despite 'off-season' engagements with the kids still in school," he added.

The Stanley Warner executive called attention to the need for adequate advance publicity and merchandising of forthcoming product. He cited the excellent flow of "front page" publicity garnered by Otto Preminger's showmanship casting of attorney Joseph Welch in "Anatomy of A Murder," which resulted in bookings immediately following completion of the film to take advantage of the "hot publicity."

Fellman returns to home office headquarters Friday.

Rank Buys Yorkshire Speaker Manufacturer

Special to THE DAILY

LONDON, May 22 (By Air Mail). —The Rank Organisation has acquired, at a price in excess of £100,000 ($289,000) Wharfedale Wireless Works, of Bradford, Yorkshire, a private company specializing in the manufacture of high quality single and multiple loud-speaker systems. The company was first formed in 1933.

Ohio Blue Law Repeal Called Dead Issue Now

Special to THE DAILY

COLUMBUS, O., May 25. — Repeal of Ohio's antiquated Sunday "blue laws" is a dead issue in the current session of the Ohio Legislature, said Sen. Anthony Calabrese, Cleveland Democrat. He is the sponsor of a bill to eliminate the four Sunday prohibitions on business and labor.

The bill has been held up in committee on the question of what business operations were to be considered essential. Strict interpretation of the ancient laws would mean that theatres could not operate on Sundays. The laws have been generally ignored. Calabrese said he hopes to have the Legislative Service Commission study the situation before the next session, two years hence.

Beacon Edict

(*Continued from page* 1)

court for a declaratory judgment against Beacon. Beacon then brought a treble damage countersuit.

District Court Judge Harry C. Westover said he would try the Fox suit first without a jury, before trying Beacon's countersuit before a jury. Beacon contended this would deprive it ultimately of a jury trial on many issues common to both cases, and asked the Ninth Circuit Court to overturn Westover. The Circuit Court said Westover had acted within his discretion, and Beacon appealed to the Supreme Court.

Black's majority opinion today upheld Beacon. Declaring that a jury trial is "an essential part" of treble damage suits, Black said that "the use of discretion by the trial court to deprive Beacon of a full jury trial on its counterclaim and cross-claim, as well as on Fox's plea for declaratory relief, cannot be justified."

Sees Split of Case Avoided

Whatever permanent injunctive relief Fox might be entitled to, Black said, could be given by the court after the jury rendered its verdict. "In this way," he declared, "the issues between these parties could be settled in one suit giving Beacon a full jury trial of every anti-trust issue. By contrast, the holding of the court below, while granting Fox no additional protection . . . would compel Beacon to split his anti-trust case, trying part to a judge and part to a jury. Such a result . . . is not permissible."

The three dissenting justices argued, as had Fox, that Westover's holding actually fully protected Beacon's rights to a jury trial on all important issues in the damage suit. The Fox suit, Stewart and his colleagues argued, was an action that should be tried without a jury, and the filing of the Beacon countersuit does not change the character of the Fox action.

PEOPLE

William H. Cormier, who has been serving as assistant to **James H. Tobin,** manager of the Stanley-Warner Merritt Theatre, Bridgeport, Conn., has been named manager of the Warner Theatre in that city.

□

Irving Paley, for the past few years director of advertising and publicity for Paramount Gulf Theatres, has relinquished that post to join the staff of Henry Plitt, president of ABC Films, Inc., New York, Plitt was president of Paramount Gulf for four years up until a few months ago.

□

Mrs. Florence Craig, of the Cuyahoga County Library, Cleveland, as guest speaker at the meeting of the Motion Picture Council of Greater Cleveland, discussed "Movie Makers Then and Now," quoting the views of four well-known authors on the subject: Arthur Mayer, Lionel Barrymore, Alfred Smith and Terry Ramsaye.

□

Carl Wilson has been named manager of the Empress Theatre, Norwalk, Conn., a unit of the Sampson-Spodick-Bialek circuit. Advertising manager for the first-run is **Justis "Jul" Beal.**

□

Frank Jenkins, 20th Century-Fox publicist in San Francisco, has taken over the publicity post in the company's New Orleans branch, now operating independently from Atlanta.

□

Harrison Harries, chief projectionist at the Bushnell Memorial, Hartford, is marking his 50th year in the industry. He started in 1909, at the age of 19, as operator of the Happy Hour Theatre, Hartford.

'London Times' Devotes Major Space to 'Hands'

From THE DAILY Bureau

LONDON, May 25.—For reportedly the first time in the history of the conservative daily newspaper, the *London Times* late last week devoted major space to the motion picture industry.

The occasion was the premiere, in Dublin, of United Artists' "Shake Hands with the Devil," and the *Times* responded with a comprehensive story complete with art coverage of the event, which celebrated the "launching" of the Irish film industry.



ANNOUNCING U.A. sponsorship of fight broadcast: Martin Rackin, co-producer of "The Horse Soldiers"; Roger Lewis, U.A. national director of advertising, publicity, and exploitation; James Velde, U.A. general sales manager; and Irving Kahn, president of TelePrompTer.

Film to Sponsor June 25 Bout

(*Continued from page* 1)

tronic package for the fight, including the closed circuit television rights. TelePrompTer expects to line up 200 theatres and arenas for the closed circuit telecast of the fight from Yankee Stadium here.

Irving B. Kahn, TelePrompTer president, said he doesn't believe the radio broadcast will hurt the closed circuit TV or the Stadium gate because "the bout is such a tremendous attraction." He recalled that no radio broadcast of the Patterson-Roy Harris fight last summer was permitted because of his insistence that he would not sell the rights for less than $100,000.

Sees Theatres Unhurt

"We feel that this is a way that the radio broadcast can help and not hurt the theatres that will be showing the closed circuit telecast," Kahn said.

He said negotiations with networks are still in progress, as are the negotiations for European rights.

Roger Lewis, U.A.'s national director of advertising-publicity and exploitation, told press representatives at a luncheon at Toots Shor's yesterday that U. A. will spend approximately $1,000,000 in newspaper and other advertising to promote the fight broadcast. He said the company has every expectation of tapping a vast market of potential movie-goers by this means as well as through the broadcast. The Monroe Greenthal Agency is handling the campaign. The picture will open in New York the day after the fight and in other key cities within days thereafter.

There will be no home TV of the fight.

The Sugar Ray Robinson-Carmen Basilio middleweight bout of March, 1958, was broadcast by 203 radio stations, reaching an estimated 20 million homes. The closed circuit telecast of that fight went to 174 theatres and arenas, having a total estimated attendance of 400,000.

United Artists also has first call on the motion pictures of the fight. A committee of impartial judges decides after looking at films of the fight whether or not there is sufficient action, drama and excitement to warrant preparation and distribution of release prints.

Shavelson, Rose Sign New Paramount Deal

From THE DAILY Bureau

HOLLYWOOD, May 25. — Paramount Pictures has made a new agreement with producer-director-writers Melville Shavelson and Jack Rose, it was announced by Jack Karp, vice-president and administrative head of the Studio.

Under the new pact, the Shavelson-Rose company will make between six and 11 pictures for Paramount over a period of the next several years. Their first film under this new agreement will be "Bay of Naples," co-starring Clark Gable and Sophia Loren, which will begin shooting on location in Italy in mid-August.

'Girl' Is U.S. Entry In Berlin Film Festiva

MGM's "Ask Any Girl," selected as the official Ame try at the Berlin Film Festiv runs from June 26 to July

Russian Pa

(*Continued from page*

though the individual c which will eventually distri seven Soviet films have ok terms. The terms also were cally agreed to earlier by t government, so the contrac be completed without any dustry officials believe.

MPEA's plan is to have a sometime in mid-June, after tracts have been signed by sians and after MPA Presi Johnston has returned fro to Great Britain. At that films will be allocated to companies, and the decision be made as to which Soviet be given the premiere sho when.

Color Strips Exchang

In the meantime, Amer Russian film companies a ahead with technical wor toward making prints of changed films. Color strips exchanged and are being s any possible reproduction No major problems are however.

Films 'Blacklisted USIA Abroad Rev

From THE DAILY Bur

WASHINGTON, May 2 of 82 Hollywood pictures ed" against showing in sev tries overseas has been provided Congress by th States Information Agen agency has made the list a a House Appropriations s tee, whose chairman, Rep. Rooney (D., N.Y.) implied ure to do so would resul money for the department.

Pictures Listed

Included in the list were King's Men," "All Quiet on ern Front," "The James D "Somebody Up There L "The Strange One" and "T Smell of Success." The first Academy Awards.

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All the News That News

MOTION PICTURE DAILY

Concise and to the Point

85. NO. 101 NEW YORK, U.S.A., WEDNESDAY, MAY 27, 1959 TEN CENTS

Stage

viet Film change Pacts e Dispatched

Round of Criticism With Premiere Plans

ements embodying general ons for the playing of the seven films and 10 American in- in the State Department's cul- exchange arrangement were Moscow yesterday.

expectation is that unless un- complications arise Moscow's l of the general provisions be received within a matter w weeks, at the most.

thereafter the American com- embers of Motion Picture Ex- n. will agree on allocation of iet films among them for dis- n here. One method that has roposed for deciding which (Continued on page 2)

n. Theatre Settles Against 20th-Fox

Special to THE DAILY

ADELPHIA, May 26.—A suit 1956 by 20th Century-Fox the Viking Theatre here, which eduled to start today in U.S. Court, has been settled out of The theatre paid $29,183 to ettlement, it was reported. ase involved film rental for an in the Grey Flannel Suit," he Viking secured on a bid of 0 in April, 1956. Fox charged theatre paid only $60,000 August, 1956, sued for the

Tenn., Miss. Meet d for Sept. 22-23

Special to THE DAILY

PHIS, May 26. — Tri-States Owners of Arkansas, Ten- nd Mississippi will hold their convention in Memphis Sept. 23, it was decided yesterday Continued on page 3)

ISION TODAY—page 6

Minn. Court Demands Explanation of Defiance of Daylight Time Order

Special to THE DAILY

MINNEAPOLIS, May 26.—The State Supreme Court has ordered the attorney general and commissioners of Hennepin, Ramsey and Anoka counties to appear before it tomorrow to explain their conduct in ordering daylight saving time in the face of a high court injunction banning it.

The injunction against institution of "fast time" in those counties was granted the Minnesota Amusement Co., operator of theatres in the area, on May 8. An attorney for the company had told the court that day-

(Continued on page 6)

New Film Eases 70mm. Alignment

From THE DAILY Bureau

HOLLYWOOD, May 26. — The Motion Picture Research Council has developed a 70mm. projector alignment film to take the guesswork out of showcasing the growing number of 70mm. release prints available to theatres, William F. Kelley, MPRC

(Continued on page 2)

Robinson Leaving CBS To Form Own Company

Hubbell Robinson, Jr., executive vice-president of CBS Television in charge of programming, yesterday submitted his resignation from that post and announced the formation of Hubbell Robinson, Jr., Associates, his own television producing organization, with headquarters in Hollywood. Sales agent will be Music Corp. of America.

Already planned for the new Robinson organization are 39 special Ford programs for NBC-TV in the coming Fall.

'U' Promotion Meetings Here Thursday, Friday

Universal has set a series of meetings here tomorrow and Friday of its home office advertising, publicity and promotion executives and field exploitation representatives to implement local level selling on "This Earth Is Mine," and the new Ham-

(Continued on page 2)

Attack I.M.G. Program As Films 'Lush Subsidy'

By J. A. OTTEN

WASHINGTON, May 26. — The government's Information Media Guaranty program was attacked on the House floor today as a "lush subsidy" for motion picture producers and book publishers.

Rep. Gross (R., Iowa), a profes-

(Continued on page 3)

REVIEW:

Don't Give Up the Ship

Wallis—Paramount

HOLLYWOOD, May 26

JERRY LEWIS HAS A field day with a bag of sight gags and situations which prevent him, as a newlywed Naval officer, from spending a honeymoon night with Diana Spencer, his anxious bride. Add to this, for inevitable big box office returns, the fact that the U.S. Navy has opened wide its hatches to Producer Hal Wallis and the comedian for a funfested satire on its officers and procedures.

Congressional committee investigations are also in for a roasting in the challenge here to an admiral to find a missing World War II destroyer escort, the U.S.S. Kornblatt, before the committee will consider a proposal for a larger appropriations bill.

Lewis is favorably surrounded with such compatible co-starring per-

(Continued on page 6)

Skouras' Idea

Committees Plan of MPA Has Not Jelled

'Presidents' Units' to Deal With Problems Still Pends

Designation of "presidents' committees" of the Motion Picture Association to give their attention to a number of current problems and to new ones of some urgency as they develop in the future is still in abeyance, it was learned yesterday.

Creation of the committees was first considered by the MPAA board several months ago, largely at the urging of Spyros Skouras, 20th Century-Fox president. An agenda of subjects which he regarded as deserving of the attention of the industry's top-ranking production - distribution executives was presented by Skouras with the recommendation that presidents' committees be appointed and assignments given them from the agenda.

The appointment of the MPAA

(Continued on page 2)

'Five Pennies' To Bow At Capitol Here June 17

Danny Kaye's new film, "The Five Pennies," a Paramount release, has been set for an invitational premiere at the Capitol Theatre here the night of Wednesday June 17. Stars of screen, stage, television, radio and nightclubs, together with luminaries of the world of popular music, will

(Continued on page 2)

SBA Approves Loan to Pacific Amusement Co.

From THE DAILY Bureau

WASHINGTON, May 26. — The Small Business Administration announced approval of a $12,000 loan to the Pacific Amusement Co. of Copalis Beach, Wash.

The S. B. A. said the loan was made for a theatre project, but didn't specify the nature. This was the first theatre loan approved by S.B.A. in many months.

PERSONAL MENTION

JOSEPH FRIEDMAN, Paramount's national exploitation manager, will return to New York tomorrow from Cincinnati.

•

BRUCE EELLS, executive vice-president of United Artists television, has returned to New York from Hollywood.

•

RICHARD KAHN, Columbia Pictures exploitation manager, and MARTIN BLAU, assistant publicity manager, are in Hartford today from New York.

•

MORRIS LEFKO, Michael Todd Co. sales vice-president, has returned to New York from the Coast.

•

BRIG. GEN. DAVID SARNOFF, chairman of Radio Corp. of America, will leave New York aboard the "Queen Elizabeth" today for Europe.

•

DINO DE LAURENTIIS, producer, has arrived in Hollywood from Italy.

•

JEAN GOLDWURM, president of Times Film Corp., has returned to New York from Cannes.

•

RAY STARK, producer, will return to New York from London today via B.O.A.C.

Hoover Will Receive V.C. Award Tomorrow

From THE DAILY Bureau

WASHINGTON, May 26.—J. Edgar Hoover, director of the Federal Bureau of Investigation, will receive the plaque designating him as "Humanitarian of the Year" from Variety Clubs International at his offices here Thursday morning. The award will be presented by Henry Ford II, a previous recipient of the honor, and George Eby of Pittsburgh, international chief barker of Variety.

WANTED-NEW CUSTOMERS!
Young fella with 39 years experience desires to service dollar-wise showmen with top-quality...
SPECIAL ANNOUNCEMENT TRAILERS
at cost no higher than you now pay
Let the Prize Baby prove his superiority.
Your satisfaction will be long-lasting.
NATIONAL SCREEN SERVICE
TOPS IN TRAILERS!

Soviet Pacts

(*Continued from page* 1)

American company gets which Soviet film is by drawing numbers for the sequence in which each company will make its choice from among the Soviet films.

Under that arrangement, the first to draw might get fourth choice of films, but it is figured that more than one company, at least, would end up with the film it preferred, which would not be likely to be the case if film titles were drawn rather than the numbers.

See Washington as Site

At the same time, the premiere film is expected to be decided and arrangements started for its public presentation in the late summer or early fall. The premiere is expected to be in Washington with numerous State Department and other government officials, American and international, in attendance.

Concurrently, arrangements will be going forward in Moscow for the premiere of the selected film there, on the same official scale.

'U' Promotion

(*Continued from page* 1)

mer Films production "The Mummy," both of which are scheduled for early summer release.

Meetings and discussion will be chaired by Charles Simonelli, Eastern advertising and publicity department manager, assisted by Philip Gerard, Eastern publicity manager; Jeff Livingston, Eastern advertising manager, and Herman Kass, Eastern exploitation manager. Home office advertising and publicity department publicists and personnel participating will be Paul Kamey, Jerome M. Evans, Harold Gutman, Milton Livingston, Morris Alin, Evelyn Turner, Estelle Nathan, Eric Nauman and James Glaser.

'Five Pennies'

(*Continued from page* 1)

gather for the gala, Hollywood-style opening. The picture will start a regular run at the theatre the following day.

Among the premiere guests will be a number of Kaye's co-stars in the film, including Barbara Bel Geddes and Louis Armstrong.

'Diary' in N.O. May 27

The four-week engagement of 20th Century-Fox's "The Diary of Anne Frank" is slated to open May 27 at the Panorama, New Orleans, as a special premiere sponsored by New Orleans chapter of Hadassah for the building of Anne Frank Havens for children.

L.A. in Move to Back Motion Picture Museum

From THE DAILY Bureau

HOLLYWOOD, May 26. — The first major step toward establishment of a motion picture museum in Hollywood was taken by Board of Supervisors today as they unanimously approved a motion of supervisor Ernest E. Debs calling for creation of a Motion Picture Museum Commission.

As proposed by Debs, the commission would supervise a non-profit corporation which would manage the museum and secure donations from interested groups and individuals to help finance the institution.

70mm. Projection

(*Continued from page* 1)

technical director, announced today. The film, although primarily designed to pinpoint proper aperture dimensions, also can be used for checking travel ghost, steadiness, jump and weave, focus and film buckling. Magnetic stripes without sound have been applied along both edges outside the perforations in order to make this test film identical in thickness with 70mm. release prints so that a different adjustment is not necessary between the film and a release print.

The alignment film is now available to theatres, servicing organizations and film manufacturers at council's cost.

AA Reduces Its Loss For 39-Week Period

From THE DAILY Bureau

HOLLYWOOD, May 26. — Operations of Allied Artists Pictures Corp. and its wholly owned subsidiaries for the 39 weeks ended March 28, 1959, as shown by books without audit, resulted in a net loss before Federal income taxes of $190,424, as compared with a net loss of $201,980 for the corresponding period in the previous year, it was announced today by George D. Burrows, executive vice-president-treasurer.

Gross income for 39-week period ending March 28, 1959 amounted to $10,247,689 as compared with $12,-248,336 for the same period in the previous year.

Odeon on Broadway Will Have New Name: Forum

The Odeon Theatre on Broadway will undergo a face-lifting and name-changing operation on June 17 when it will be known as The Forum, it was announced by Charles B. Moss, president of the B. S. Moss Theatre chain. A new marquee will be erected with the new name. First attraction at the Forum will be Columbia's "The Middle of the Night."

Committe

(*Continued from page*

committee on exhibitor which met recently with a co of the American Congress of tors was one of the first result proposed presidents' committ gram.

Also suggested were commi film advertising methods, statistics and research, the Pr and Advertising codes, ce and other subjects.

Indications some weeks a that MPA was ready to annou "presidents' committees" when Eric Johnston, MPA p scheduled a press conferenc Association's offices here. H the conference was limited nouncement of an enlargemer exhibitor relations committee vance of the meeting wit MPA officials later said the dents' committees" program far enough advanced to justify lic announcement.

Inquiries reveal it has a no further since then.

24 Scholarships A Awarded by Music

Twenty-four scholarships theatre arts have been awa the Radio City Music Hall tion to 12 employees and 12 of employees under its co program of scholarships insti 1956. This year's winners, an by Russell V. Downing, pres the theatre, include one mot daughter combination, Mis Destian, a dancer in the Corps let, whose scholarship to th Theatre School has been exten year, and her seven-year old ter, Elizabeth Bailley, whose ship to study the dance has a extended another year.

Friday Holiday in C

CLEVELAND, May 26. — cal exchanges here will be Friday in observance of M Day, which this year falls o day, a day when the excha regularly closed.

NEW YORK THEA

RADIO CITY MUSIC H
Rockefeller Center • Ci 6-460
DAVID SHIRLEY G
NIVEN MacLAINE YO
In "ASK ANY GIRL"
From M-G-M In CinemaScope and METROC
and GALA NEW STAGE SPECTACLE "CAMERA

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Clu ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondent principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, R Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, V dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

Exhibitor Indicted Tax Violations

Special to THE DAILY

ANTA, May 26.—A 17-count al indictment by the Grand or federal income tax and thea- mission tax violations was re- filed in the United States Dis- Court for the Northern District rgia, Atlanta Division, against n Greene, who had operated almetto Theatre in Palmetto, nd the Glen Theatre in De- Ga.

larch of this year Greene's anti- ction against Lam Amusement ny and other theatre opera- well as eight major distribut- mpanies, alleging a conspiracy riminate against his Palmetto e in the run granted, and ask- lgment for $500,000, was dis- following a two-week trial be- jury, which returned a verdict defendants.

, Tenn. Meet

Continued from page 1)

e board of directors meeting president Lloyd Royal in the Club room here.

eeting of the board of directors organization will be held in e on the evening of Sept. 21.

l appointed a convention com- consisting of Leon Roundtree lly Springs, chairman; Nona and Mildred Wren of Little Ark. and Hayes Redmond of ton, Tenn.

I.M.G. Program Is Attacked

(*Continued from page 1*)

sional critic of the State Department and U.S. Information Agency, made the attack. But Rep. Rooney (D., N. Y.), chairman of a House Appropriations Subcommittee handling funds for these agencies, said he "wouldn't deny" Gross' charge.

The I.M.G. program is the one under which the government guarantees convertibility of earnings of motion picture companies, book publishers, and other information media now operating in certain foreign countries.

Totals Cannot Be Changed

The Gross-Rooney exchange came as the House tentatively approved a $2,500,000 appropriation for the I.M.G. program for the year starting July 1, $1,000,000 below the budget request, and a $101,557,300 appropriation for U.S.I.A., $4,554,700 below the budget request. Final approval of the bill was put off until today so the House could have a record vote on another provision of the bill, but the I.M.G. and U.S.I.A. totals cannot be changed any more.

Gross asked Rooney whether one of the people "lobbying" for the I.M.G. program wasn't Eric Johnston, and whether he wasn't the "fellow who did a snow job last year for reciprocal trade." Rooney conceded that Johnston was president of the Motion Picture Association and a close friend of the President's, but pointed out Johnston had asked $16,000,000 for the program. The President had asked $3,500,000, and the committee had voted only $2,500,000.

Sees Industry 'In the Trough'

"I've learned you can't quibble over these small amounts," Gross said sarcastically. He declared the "motion picture companies not only have their feet in the trough but now are up to their knees."

Replied Rooney: "I'm not so good at measuring these things."

New Building Name

The building in which Quigley Publications is located at 1270 Sixth Avenue here will have its name changed from the Americas Building to the American Metal Climax Building on March 1, 1960. The change will be effective with the occupancy then of nine floors in the building by American Metal Climax, Inc.

'Shake' to 102 Theatres

United Artists' "Shake Hands with the Devil" will open in 102 theatres in the Greater New York area on June 24. Circuits that have booked the Pennebaker film include: Loew's, Randforce, Rugoff and Becker, Century, Brandt, Skouras, RKO, Fabian, Island, Liggett & Florin and Prudential.

PEOPLE

August J. Valentine, exhibitor owner of the Dusk Drive-in Theatre, Georgetown, Tex., has purchased the Baker Theatre and the Sky-Vue Drive-in, Lockhart, Tex., from **L. J. Piwetz,** who is retiring.

□

Ralph Buring, former publicist for Paramount in the Pittsburgh area before leaving the industry several years ago, has returned as promotion director in the Western Pennsylvania and Buffalo areas for 20th Century-Fox, with headquarters in Pittsburgh.

□

Frank Green, formerly manager of the Atlas circuit's Oriental Theatre, Denver, has resigned in order to accept a post as booker for Allied Artists there. □

Leo Yassenoff, of the Academy-Neth circuit, Columbus, O., has won an award from the Hillel Foundation of Ohio State University "for service and devotion." He also has been elected an honorary director of the Hillel board.

□

Jerry Lipow, newly-elected president of the Cleveland Salesmen's Club, and **Martin Grassgreen,** outgoing head of the organization, were guests of honor at a dinner tendered them by the club at the Tudor Arms.



seventeen Magazine

(movie-going guide for America's 2,800,000 teen-age movie goers)

selects Hal Wallis' production of

"DON'T GIVE UP THE SHIP"

starring

JERRY LEWIS

as winner of SEVENTEEN's June PICTURE-OF-THE-MONTH AWARD

co-starring

DINA MERRILL DIANA SPENCER MICKEY SHAUGHNESSY ROBERT MIDDLETON

A PARAMOUNT PICTURE



AS EVERYDAY AS LUNCH...*the hunge*

PICTURES fill a definite human need. They take people out of their homes—out of themselves—away from cares of the day! That's why people like to think about pictures; why they like to talk "pictures," like to go to them . . . like to get their friends to go with them!

Sound reasons, these, for making each pictu better—better story-wise—better technically better to see—better to talk about—in sho better box office!

Sound reasons, too, for closer co-operati with the Eastman Technical Service for Moti

It's what's on the screen...and what peop



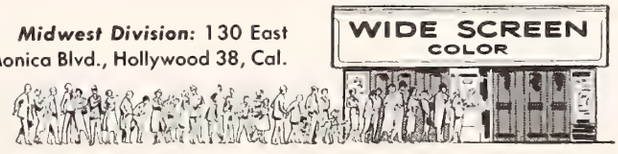
or good pictures and the talk about them!

ure Film . . . maintained to help the industry e problems of film selection, production and cessing, and exhibition . . . dedicated to the principle that *the better the picture the better the box office!* Offices at strategic locations. Inquiries invited.

Motion Picture Film Department, **EASTMAN KODAK COMPANY,** Rochester 4, N.Y.

Coast Division: 342 Madison Ave., New York 17, N.Y. ***Midwest Division:*** 130 East olph Dr., Chicago 1, Ill. ***West Coast Division:*** 6706 Santa Monica Blvd., Hollywood 38, Cal.

ay about it...that counts



AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

PHENOMENAL is the only word to describe the growth of H F H (Dan Hunn, Ronald Fritz and Howard Henken) which in less than one year as producers, already has added half of an additional floor to take care of new business. . . . Herb Pearson, formerly with Guild Films, has joined Official Films as assistant director of national sales, it was announced by "Stretch" Adler. . . . Charles W. Curran has authored a new tome, "Screen Writing and Production Techniques," published by Hastings House which is a MUST for TV and screen writers and producers. . . . Martha Raye was presented with a plaque at the Latin Quarter Sunday as "Trouper of the Year" by the Troupers, which for many years has been doing wonderful things for children of needy theatrical parents. Polly Bergen was recipient of last year's honors. . . . Henny Youngman booked for an additional five appearances on the "Ed CBSullivan Show" this season. . . . Deejays should latch onto the new Mercury LP, "Banjorama," featuring Carmen Mastren's Guitartistry. Carmen, currently featured on NBC with Skitch Henderson's Ork, gained his spurs with Glenn Miller, Tommy Dorsey and Wingy Mannone's respective bands. . . . NBCommencing in September, there will be at least a 60 per cent change to new night-time skeds, about 150 prime time specials and lots of Sunday nite original, live, color and New York-originated dramatic shows, according to Bob Sarnoff. . . . As a direct reward for having done a great "foreign market" selling job, Edwin J. Smith has been upped to veep at ABC Films.

☆ ☆ ☆

Ace sportscaster Harry Wismer, just back from South Bend, Ind., with a new contract to telecast the play-by-play of all Notre Dame football games with Ed (Moose) Krause doing the color. The program, in conjunction with U.P. International, has several major sponsors dickering for this series. Wismer did Notre Dame games on radio for the past five years for General Motors while the TVersion was beamed Sundays in New York. Under the new set-up which starts end of September, all N.D. games will be featured on radio and TV nets, making this the ONLY football sked to enjoy national coverage two-ply. . . . Wylde Studios, Inc. has become an affiliate of Transfilm and will transfer its animation production facilities to the Transfilm Bldg. . . . Andy Williams, who did a terrific job as summer-replacement last year for Pat Boone on ABC-TV (Andy was voted one of the top 3 "new stars of tomorrow" in the FAME Poll for his 10-week stint) will be the CBStar of his own musical program, summer-replacing the "Garry Moore Show" starting Tues., July 7. Perry Lafferty will produce with Norman Jewison, directing. . . . Bill Hobin will produce-direct an ABC Special, "The Dick Clark Show," Sunday, June 28th. Hobin's credits include, "Garroway At Large," "Show of Shows," "Hit Parade," "Pat Boone Show" which merely stamps him as one of the best in music programming.



Harry Wismer

Actor Guild to Oppose Anti-Pay-TV Bills

From THE DAILY Bureau

HOLLYWOOD, May 26. — The board of directors of the Screen Actors Guild has voted unanimously to oppose Assembly bills 2438 and 2439, now pending in the California legislature, which seek to prohibit pay television. The guild will send its president, Howard Keel, and Guild executive Pat Somerset to testify against the proposed legislation at a meeting of the Assembly's public utilities and corporations committee, to be held at Sacramento, June 3.

"The guild believes that box-office television could revolutionize the entertainment industry, provide additional employment for tens of thousands of American artists and technicians, and give the public better entertainment, culture and education in the home than is possible with the present form of commercial television supported solely by advertising," said Keel.

The guild further believes that the public should be given the opportunity to decide the merits of box-office television, it was pointed out.

C and G film effects, inc.
HUGO A. CASOLARO MARTIN GOTTLIEB
1600 BROADWAY, N.Y. 19
PLAZA 7-2098
• OPTICAL EFFECTS • STAND PHOTOGRAPHY
• ANIMATION • TITLES
• ART WORK • B & W and COLOR
A Complete Service for Film Producers

Roadshow Basis Set For AIP's 'Sheba'

From THE DAILY Bureau

HOLLYWOOD, May 25.—"Sheba and the Gladiator," starring Anita Ekberg, will be first American International Pictures release to be shown on an advanced-admission, extended-run roadshow basis, it is announced by James H. Nicholson and Samuel Z. Arkoff.

Simultaneous pre-release premieres of "Sheba and the Gladiator" will be set up for Aug. 5 in 30 key-city hard-ticket houses on AIP's most expensive feature release to date. The picture was filmed in Italy at a cost of $1,500,000.

Leon P. Blender, AIP general sales manager, leaves Friday on a three-week national swing to set up the 30-city roadshow schedule of the feature.

AMPP Int'l Group Elects Carl Schaefer

From THE DAILY Bureau

HOLLYWOOD, May 26. — Carl Schaefer, of the Warner Brothers, studio foreign department, has been elected chairman of the international committee of the Association of Motion Picture Producers at its meeting here.

Schaefer succeeds Luigi Luraschi, Paramount's international department director, who has been in office for the past year.

Levine Signs Montague

Joseph E. Levine has signed Paul Montague as mid-western press representative for Embassy Pictures. Montague will be based in Chicago, where the Embassy release, "Hercules," will open simultaneously in 80 theatres on July 31.

Minn. Cou

(*Continued from page*

light time would work "irr damage" in putting many thea of business and depriving ma ple of employment.

The Supreme Court justic been studying recordings and of radio broadcasts made by torney general and the coun missioners during the dispute the counties and Minnesota ment. It is possible the court the officials in contempt for DST over its injunction.

At the present time the ent is under fast time. The gover claimed "fast time" to be for the entire state until July ernor Freeman acted under Supreme Court ruling which that only the governor had t to set fast time and his autho expire on July 1.

There is a statewide "fas bill before the legislature present time. The State Se jected the local option bill by the House and substituted statewide bill which is now be House. It is not known wha will be taken in the House House and the Senate have n able to get together on an bill during the entire sessi legislature is now in its four of overtime sessions.

AIP Schedules 'Us

HOLLYWOOD, May 26. ican International Pictures Labor Day as the national date for "The Mysterious H Usher," its second CinemaSco novista production in color. is scheduled to start June Roger Corman producing and ing.

Don't Give Up the Ship

CONTINUED FROM

formers as the attractive Dina Merrill, portraying a Naval intel officer; Mickey Shaughnessy, as an ex-chief petty officer who under Lewis on the Kornblatt; Robert Middleton, essaying the r harassed admiral; Gale Gordon, as head of the Congressional co and Miss Spencer, who makes the most of her screen debut.

Every situation in the Herbert Backer-Edmund Beloin-Henry screenplay, drawn from a story by Ellis Kadison, finds a punch under Norman Taurog's direction.

Highlighting the action and dialogue, which is fraught with *entendre*, are the familiar Lewis antics as he finds himself facin brass accusations on subversive acts in connection with the missin blatt. He subjects himself to psychoanalysis, during which he r to an incident which placed him in charge of the destroyer es V-J Day. Obtaining a clue from her questioning, Miss Merrill and take more time out from his honeymoon to track down Shaug who has the answer to the missing vessel, but blanks out during a ling match in Florida.

Shaughnessy makes an 11th hour appearance at the Congr hearing to disclose the fact that investigator Gordon himself was sible for consigning the Kornblatt to target practice.

Funniest sequences are those in which Lewis has to share compartment with Miss Merrill and the underwater search by and Shaughnessy for the missing Kornblatt.

Running time, 89 minutes. General classification. Release, in July

SAMUEL D.

All News that News

MOTION PICTURE DAILY

Concise and to the Point

5, NO. 102 NEW YORK, U.S.A., THURSDAY, MAY 28, 1959 TEN CENTS

Dispute

EA Reaches reement on ense Splits

Stick to Formula in France, Argentina

nents resolving the division sh and French film import among members of Motion Export Assn. were reached at g of the executive committee d of directors of the MPEA erday, it was announced. atisfactorily resolved to all, id. was the allotment of films ntina within the "voluntary" mitation of a maximum of rican films annually. hree export license problems n under discussion for many The solutions reportedly were it by agreements ratified at 's meeting, to abide in each (Continued on page 2)

urgh Festival Run Five Weeks

Special to THE DAILY

BURGH, Scotland, May 25 Mail).—Five weeks of films f three will be a feature of coming International Film iere, opening Aug. 23. There a fortnight of "National vith the major film-producing of the world invited each Continued on page 6)

a Sets Funds for itures Due June 1

have been deposited by Mag- re Corp. with the Chemical change Bank, trustee under ture, in order to pay in full es falling due on June 1, to- ith interest thereon, it was d by George P. Skouras, of Magna. Debenture hold- me 1 may receive the prin- d interest on their deben- presentation to the trustee.

SION TODAY—page 4

Krim Is Honored by UJA for Work On Behalf of Humanitarian Causes

By WARREN G. HARRIS

(Picture on page 2)

Arthur B. Krim, president of United Artists Corp., was honored for his "devoted efforts on behalf of many great humanitarian causes" here yesterday as more than 350 executives in the motion picture and amusement industry gathered at their annual luncheon for the United Jewish Appeal at the Park Lane Hotel.

Irving H. Greenfield, chairman of the Motion Picture and Amusement Division of UJA, presented Krim with an inscribed silver Bible, symbolizing the esteem and affection members of the industry have for him.

In accepting the gift, Krim thanked

(Continued on page 2)

Honorary Degree in Laws to Gus Eyssell

Special to THE DAILY

GREENEVILLE, Tenn., May 27. —Gus S. Eyssell, chairman of the board of Radio City Music Hall and president of Rockefeller Center, Inc., was commencement speaker at the 165th commencement exercises of Tusculum College here this week. Eyssell was given the honorary degree of doctor of laws by the college.



G. S. Eyssell

Dr. Raymond C. Rankin, Tusculum president, cited Eyssell for his "outstanding contributions to the promotion of American ideals and for his civic and business achievements."

Robert K. Christenberry, former president of the Broadway Assn. and now New York's acting postmaster,

(Continued on page 5)

Stay Distribution of 6 Bogeaus Films to TV

From THE DAILY Bureau

LOS ANGELES, May 27. — A preliminary injunction against television distribution of six theatrical feature films produced by Benedict E. Bogeaus for RKO Radio Pictures has been issued against RKO Teleradio Pictures, Inc., by Judge Ellsworth

(Continued on page 6)

'Heroes and Sinners' Is Condemned by Legion

The National Legion of Decency announced it has placed the French film, "Heroes and Sinners," in its Class C, Condemned, category. The Legion explains: "The sordid and morally degrading atmosphere in

(Continued on page 5)

S-W, Loew's Theatres Stock Turnover Heavy

Market interest in Loew's Theatres and Stanley Warner Corp. gave rise to reports yesterday of imminent new diversification moves by both companies, and brought official denials.

Eugene Picker, president of Loew's Theatres, said he could offer no ex-

(Continued on page 5)

IMG, USIA Bills with Cut Passed by House

From THE DAILY Bureau

WASHINGTON, May 27. — The Administration and film industry must look to the Senate now for the full budget requests for the Information Media Guaranty Program and U. S. Information Agency.

The House today formally passed

(Continued on page 4)

End of News Strike Brightens Pittsburgh

Special to THE DAILY

PITTSBURGH, May 27. — Pittsburgh theatre operators are breathing easier now that a three-day strike of the three daily papers ended as suddenly as it began.

A strike of the Teamsters Union 211 canceled distribution of the Sunday editions of the *Sun-Telegraph* and *Press* and the Monday editions of the same papers plus the morning *Post-Gazette*. It had already begun to affect theatre business over the weekend.

Extra Efforts

AB-PT Meet Hears Current Business Is Up

Co-Operation Pledged for Post Labor Day Drive

Optimistic reports on current and future theatre business were in the majority at the meeting of American Broadcasting - Paramount Theatres northern territory affiliates at Kiamesha Lake, N. Y., this week, Edward L. Hyman, AB-PT vice-president in charge of the northern territory, said yesterday.

Hyman reported that after a "weak period" in late April and early May, theatre attendance picked up again and business this month is showing an improvement over last year.

He said that all AB-PT affiliates at the meeting had pledged to expend extra efforts during the four months' business drive which has been scheduled by the company for the period from immediately after Labor Day to the year-end holidays. This is regarded as a crucial business segment with stronger television programs returning to the air, children

(Continued on page 4)

Drive-In Business Up At Canadian Border

Special to THE DAILY

ALBANY, N. Y., May 27. — An oddity of the spring drive-in season is the reported better business, proportionately, for small operations near the Canadian Border. They were said to have received an influx of Canadian patronage, which was "off" last year.

Economic conditions in the Domi-

(Continued on page 4)

Johnston Organization Host to King Baudouin

The Hennepin Society, a Belgian-American friendship organization of which Eric Johnston, president of the Motion Picture Export Association is president, will join with the Belgian Chamber of Commerce here as host to King Baudouin at a luncheon at the Waldorf-Astoria Hotel.

PERSONAL MENTION

ROBERT H. O'BRIEN, vice-president and treasurer of Loew's, Inc., and WILLIAM HARRISON, controller, left New York last night for the Coast.

•

SEYMOUR R. MAYER, M-G-M's regional director for Latin America, the Middle, Near and Far East, will leave New York today on a four-week business trip to South America.

•

ROBERT COHN, Columbia Pictures studio executive, has arrived in New York from Hollywood.

•

KING VIDOR, director, who returned to New York this week from Europe, has left here for Hollywood by way of Chicago.

•

DORIS KUCHMEISTER, secretary to ROGER LEWIS, United Artists director of advertising-publicity, will leave here today for a three-week vacation in Hollywood.

•

ALFRED HART, member of the board of directors of Columbia Pictures, has returned to New York from London via B.O.A.C.

•

MRS. HUBERT MATTHEWS has given birth in Atlanta to a son. Father is with Benton Bros. Film Express.

•

SAM DUNEVITZ, of Exhibitors Booking Service, Denver, has become a grandfather for the first time, with the birth of MARK ALLEN IDELBERG.

•

DANIEL MANN, director, has arrived in Phoenix, Ariz., from Hollywood.

•

MRS. ROSE LANCASTER, of Peachtree Productions, Atlanta, is recuperating at home following treatment at a local hospital.

•

JERRY BLACKWELL, manager of Loew's "new" State Theatre, and MRS. BLACKWELL are vacationing at Montego Bay, Jamaica.

•

IKE KATZ, president of Kay Films, Atlanta, has returned there from Florida.

•

DANIEL PETRIE, director, has arrived at Cape Cod from Hollywood for the filming of "The Bramble Bush" for Warner release.

•

ROBERT SWEETEN, managing director of Fox Intermountain's Centre Theatre, Denver, is recuperating from surgery.

•

BERT ORDE of "Redbook," has returned to New York from the Coast.

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow, Friday, May 29, in observance of Memorial Day.



RECEIVES UJA AWARD: Arthur Krim (right) receives from Irving Greenfield an inscribed silver Bible for his work in humanitarian causes.

Honor Krim

(*Continued from page* 1)

the industry for past UJA support and called for "increased efforts this year to aid penniless, homeless refugees whose only hope is in our generosity and in the willingness of the people of Israel to tighten their belts and share what they have with all newcomers."

Israeli Industrialist Heard

Guest speaker of the day was S. Robert Abrahami, Israeli industrialist and veteran of the war of independence. "In your kinship with us, both in ideals and in interest, you Americans have been understanding and generous," he said. "But may I, though an 'interested party,' point out the great stake you yourselves have in the viability of our free and democratic land, the only such country in that feudal, hate-ridden, dictatorial area. We of Israel feel that our people are staunch friends and loyal allies of yours in a section of the world where these are needed. We're glad that our mutuality of aims and ideals will assure the continuance of that status."

Israel to Benefit

The division's campaign this year is directed at raising its share of the nationwide $100,000,000 special fund to hasten the resettlement in Israel of immigrants from Eastern Europe, and to sustain, without curtailment, welfare, reconstruction and rehabilitation programs aiding hundreds of thousands in 26 countries throughout the world. The motion picture industry has pledged close to $500,000 for 1959, it was learned.

'Look,' Univ. Slate Coast Presentation Today

From THE DAILY Bureau

HOLLYWOOD, May 27.–The importance of pre-selling motion pictures through national magazine advertising, as determined by *Look Magazine's* continuing research program, will be revealed to west coast exhibitors tomorrow at a special luncheon to be held at the Sheraton West Hotel.

The *Look* presentation, similar to the one made last week in New York, is based on the findings of the value of all magazines in pre-selling motion pictures and stimulating increasing attendance at the nation's theatres.

Slide Presentation Set

Using Universal - International's pre-selling campaign on "This Earth Is Mine" in national magazines and Sunday supplements as an illustration, Vernon J. Anderson, west coast advertising manager of *Look*, will make a slide presentation showing the impact of the campaign. David A. Lipton, U-I vice-president, also will address the group.

Kay Acquires 5 Films; Takes Astor Franchise

Special to THE DAILY

NEW ORLEANS, May 27.–Don Kay, head of Don Kay Enterprises, independent film distributor with exchanges in New Orleans, Memphis and Dallas, has completed a deal with Barjul International Pictures of Hollywood for the distribution of three new films, "Beatnicks," "Attack of the Jungle Women" and "Lust to Kill," by all three of his branches.

Closes Deal with Roth

Simultaneously Kay closed a deal with George Roth of Bentley Pictures, New York, for "Sins of Lola Montes" and "Wild Women of Wongo." For the Memphis territory he has taken over the Astor Pictures franchise, which he already holds for the Dallas territory, coming into possession of it with the opening of the exchange there a year ago.

Five Advance Bookings In June for 'Pennies'

Paramount's "The Five Pennies," a July-August release, has been set for five major advance openings in June, the company announced yesterday. The five cities are among the 15 visited during May by star Danny Kaye in conjunction with Paramount's promotion campaign on the film.

The dates are as follows: Capitol Theatre, New York, world premiere June 17; Esquire, Chicago, and Paramount, Boston, both June 24; Ontario Theatre, Washington, D. C., June 25, and Fox Wilshire, Los Angeles, June 30.

'Destry' Party Nets $7,500 for Hospital

A theatre party perform "Destry Rides Again" here h $7,500 for Will Rogers Memo pital and Research Laborato announced by Irwin Freed Thomas E. Rodgers, co-cha the Special Activities Comm the hospital.

MPEA Pa

(*Continued from page*

disputed instance by the es MPEA formula for determi the basis of business done companies in other parts of t how many export licenses the titled to in any particular m

"It was agreed," one commented, "that the rules w be changed in mid-game."

In the case of the allocatio 40 Spanish licenses author the American companies f 1960, one further step remai taken before the agreement yesterday becomes final. Th lieved to be limited to the tion of business figures whi be worked out mathematicall termine the number of lic which a particular compan titled.

Engages Spanish Distrib

Universal had turned its distribution over to a native as a result of which some members had objected to its located new licenses. Un agreement now arrived at, derstood, Universal will recei ever licenses the MPEA shows it to be entitled to.

Division of the French lice be according to the MPEA also. Of the 110 French lice thorized, MPEA allocates 70; Flaud of the French Film O

Argentine allocations were pute in the case of an Americ pany which might decide to some of its films to a native tor. In such cases, the Americ mits will go with his pictures.

Eric Johnston, MPEA was chairman of yesterday's

NEW YORK THEA

RADIO CITY MUSIC HA
Rockefeller Center • Ci 6-4600
DAVID SHIRLEY G
NIVEN MacLAINE YO
in "ASK ANY GIRL"
From M-G-M in CinemaScope and METROC
and GALA NEW STAGE SPECTACLE "CAMERA M

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Ganby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Ro Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vi dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single cop

HERCULEAN RAVES!

Spectacularly made adventure drama. Resounds th excitement and pictorial splendors. A smash ox office film."
FILM DAILY

box office hit. Elaborately ged. Packed with r-raising adventures."
OXOFFICE

should ry a lot weight at the office. Not since nson has a screen o dared such deeds."
P. DAILY

spectacle designed exploitation... as color and on enough to fill rcus parade!"
VARIETY



"A sure exploitation bet. All the ingredients of mass entertainment. Lavish backgrounds, violent battle scenes and uncountable extras."
M. P. HERALD

"Spectacle almost of DeMille proportions. Strong entry...boxoffice show."
REPORTER

"Destined to hit the boxoffice bullseye... with the extensive and hard-hitting campaign."
EXHIBITOR

HERCULES

A
JOSEPH E. LEVINE
PRESENTATION

In DYALISCOPE · EASTMAN COLOR by Pathe · Distributed by Warner Bros.

Television Today

Fast Missiles May Soon Replace the Fast Guns on TV

By SAMUEL D. BERNS

HOLLYWOOD, May 27.—Lookout Cowboy! The fastest missile may soon replace the awesome threat of the fastest gun.

Lewis Rachmil, an important production hand in the making of "Hopalong Cassidy," who became an important producer on his own with a variety of films to his credit, including the recent box office success, Columbia's "Gidget," has experienced the change from saddles to "Space."

First on Slate Is 'Space'

Rachmil's first assignment in his new production berth with the Ziv organization, is 'Space," which makes its series debut September 23, 8:30-9:00 P.M. on the CBS-TV network under the sole sponsorship of the American Tobacco Company.

Rachmil gave us a teaser talk on the potential of the filmed "science-fact" series. A glance at Chesley Bonestell's drawings, covering a major portion of the wall space in Rachmil's office, was enough to whet our interest in what is reportedly destined to be one of the most expensive TV programs of the coming season.

Bonestell's drawings will make a timely appearance in *Life Magazine* to help launch the probe of the new Space program; and Bonestell himself, recognized as a foremost illustrator of space, has been named Space Concept Consultant for the series, which will project the time capsule ahead 10 years for future thinking, based on current scientific data.

No 'Heavies'

"There will be no heavies in this series, which stars Bill Lundigan as Col. Edward McCauley.

"Complete cooperation and the use of declassified material and facilities have already been pledged by the Department of Defense and the Air Force," Rachmil stated.

Mel Epstein is serving as associate producer; Bob Leach as story editor. David Rose has been engaged to write the musical background for the production.

"We are 10 scripts ahead at the moment for the series which begins rolling next month. We now have teleplays from such outstanding writers as Jerome Bixby, Meyer Dolinsky, Ted Sherderman, Fred Freiberger, James Clavell and Arthur Weiss," Rachmil disclosed.

Who's Where

James T. Aubrey, Jr., has been appointed executive vice-president of the CBS Television Network, effective June 1, it was announced by **Louis G. Cowan,** president, CBS Television Network.

□

Cliff Anderson, veteran radio and television executive, was appointed to the newly created position of director of special services for the ABC Western Division. The appointment was announced by **James G. Riddell,** ABC vice-president of the Western Division.

□

James C. Hirsch has been promoted to director of national sales for the Television Bureau of Advertising, it was announced by **John Sheehan,** TvB vice-president, national sales. Hirsch has been a national sales representative with TvB since joining the bureau in 1956. Previously, he was director of research, promotion and sales development for radio at Edward Petry & Co.

'Fibber McGee, Molly' Starts On NBC Sept. 15

The new half-hour situation comedy series, "Fibber McGee and Molly," will be sponsored by Standard Brands, Inc., and the Singer Sewing Machine Company on the NBC Television Network during the 1959-'60 season, it was announced by Walter D. Scott, executive vice-president, NBC Television Network. The series will be telecast Tuesdays, 8:30-9 P.M. (NYT), and is scheduled to start Sept. 15.

Starring will be Bob Sweeney as Fibber and Cathy Lewis as Molly, with Hal Peary re-creating his original radio role as Mayor La Trivia. Also featured will be Addison Richards and Barbera Beaird.



Lever Bros., Miles Sign

The Lever Brothers Co. and Miles Laboratories, Inc., have signed new and renewal daytime orders on the NBC Television Network totaling more than $5,000,000 in gross revenue, it was announced by Don Durgin, vice-president, NBC Television Network Sales.

REVIEW:

Here Come The Jets

20th Century-Fox—RegalScope

This RegalScope picture tells the dramatic story of a neurotic Korean War hero who receives the assignment of test piloting one of the first commercial jet airliners. Little time is wasted in getting Lou Vittes' screenplay across.

Portraying the Korean ace is Steve Brodie. Although he shot down a record number of MIG's during the war, he was forced to ditch his own plane during one major scrap, and this has left an extremely heavy weight on his conscience.

At the beginning of the Richard Einfeld production, Brodie is down on his luck, hitting the bottle and making sordid newspaper headlines. With the help of John Doucette, designer of a new jet airliner, and friend Mark Dana, he is given a chance to rehabilitate himself, flunking out, however, when he is unable to cope with testing conditions. A romance develops with fellow employee Lyn Thomas which eventually gets Brodie up into the air with the big jet liner.

When he is ordered to put the ship into a 180 degree turn, Brodie almost gives up, the responsibility being too great for him, but at the prompting of Doucette, who reminds the war hero that his battle error was no great tragedy in light of all the lives he had saved beforehand, he comes to his senses, in time for a happy fade-out with Miss Thomas.

Directed by Gene Fowler, Jr., "Here Come the Jets" has its best moments when the action is up in the sky, which, unfortunately, is not often enough for a picture of this type. But the aerial photography by Kay Norton is particularly good, especially in the opening prologue which, when combined with the actual sounds of the jet engines, will certainly make audiences sit up and take notice.

Running time, 71 minutes. General classification. Release, in June.

WARREN G. HARRIS

'Continental Classroom' To Be Expanded by NBC

"Continental Classroom," the program devoted to science instruction will be expanded Sept. 28 when the National Broadcasting Company presents a two-semester college-level course to be televised in color. Robert W. Sarnoff, chairman of the board of NBC, announced the new project at a press conference here yesterday.

Will Be Expanded Later

Modern chemistry, to be colorcast Monday through Friday from 6:30 to 7:00 A.M. local time, will comprise half of the network's "Continental Classroom," which will grow to a full hour in the new season. In addition to the 160-lesson lecture-demonstration course in chemistry, the current Atomic Age Physics course will be repeated by television tape recordings and kinescopes from 6:00 to 6:30 A.M.

AB-PT M

(*Continued from page*

going back to school, adverse conditions and closing of for the season.

AB-PT is endeavoring to tributor cooperation in the stronger releases for the pe national exhibitor assistance viding extra selling effort for leases in order to avert a se of attendance.

Hyman Cites Improven

Hyman said the latest in on releases from all produce utors for the last four mont year already shows a ma provement in the number o pictures over last year. Th information, given to the meeting, will be made p Hyman through a trade p ference and luncheon at AB- quarters on Monday.

Hyman and his associates the release information to at regional meetings to be he areas across the country in month, in line with AB-PT's ing efforts to encourage extra for the quality releases durin four months.

Drawn from Many Sect

This week's Kiamesha La ing was attended by AB-PT from New York, Chicago, Buffalo, Rochester, Minneap Moines, Philadelphia, Detr Lake City, Phoenix, Los An San Francisco.

Drive-in Business

(*Continued from page*

nion, especially around were believed to be causi Canadians to take shorter t spring.

Expensive cars, bearing license plates, have reappe drive-ins on this side of the according to reports here.

In the more immediate All trict, drive-in business has to pick up," one multiple stated. Cold weather prove handicap for weeks.

IMG-USIA Bills

(*Continued from page*

and sent to the Senate the ap tion bill for those programs. make available $2,500,000 du coming year for the guaran gram, which guarantees conv of earnings in certain foreig tries. The Administration ha $3,500,000 and Motion Pictu ciation President Eric Johns asked $16,000,000.

The bill makes $101,557,30 able for U. S. I. A., $4,554, than the budget requested.

'Top' in New Rec

Continental's "Room at th has set another record in its week's gross of $16,300 at t Arts Theatre here, which top two previous weeks' grosses.

PEOPLE

Adams, United Artists branch in Louisville; **Jack Finberg,** ati, and **Isadore J. Davis,** St. ad their respective divisions 14th week of the company's 40th Anniversary Sales **James Hendel,** Central dis- nager, leads the district stand- **Sidney Cooper,** Central and division manager, heads the standings.

□

l A. Mosher, associate direc- ngineering at the Kodak Park of the Eastman Kodak Co., elected president of the Na- ociety of Professional En- He will be installed June 20 ciety's annual banquet in the mmodore here.

□

s R. Young, director of ad- and publicity for Circuits nent Association, Ltd., and J. Rank Organisation (Manage- td., London, has been named or of CMA, the company anages the Odeon and Gau- atres.

□

d Fox, operator of the Sink- ngs Drive-in Theatre, Sink- ngs, Pa., has taken over op- f two other outdoor theatres ea—the Reading Drive-in and Penn Drive-in.

emy's Election or Next Month

om THE DAILY Bureau

YWOOD, May 27. — Due to nce of a number of Academy n Picture Arts and Sciences' governors, the election of officers scheduled for to- night has been postponed un- month at a date to be an-

Resigns Post

Dana has announced his n, effective immediately, as of U.S. Films, Inc., an in- t film distributing organiza- offices in Pittsburgh, Phila- nd Washington. He will an- new affiliation shortly. Dana viously been Eastern sales of Universal Pictures Com-

o, Wohl in Deal

LOTTE, N. C., May 27. — louck and J. Francis White o International announced t a deal has been concluded ph Wohl, president of Inter- Film Distributors, Inc. ap- hem as exclusive representa- lowco theatrical feature pro- in the Latin American mar-

Korea Veterans to See Premiere of 'Pork Chop'

Special to THE DAILY

HEADQUARTERS, 7th INFANTRY DIVISION, KOREA, May 27.— "Pork Chop Hill," United Artists' film depicting the bitter fighting on Pork Chop Hill in Korea, will have its Far Eastern premiere here on Memorial Day for the men of the 7th Infantry Division, the real-life heroes of the bloody battle. Guests of honor at the opening at the Bearcat Theatre, 1st Battle Group, 31st Infantry area, Camp Casey, will be two enlisted men currently serving with the 7th Division who participated in the Pork Chop Hill fight. They are Sergeant First Class Thomas A. Harper and Specialist Fourth Class Ronald J. Bercier. A third guest of honor at the showing will be Major Edward A. Doherty, who assisted in the film's production as a Department of the Army Liaison Officer.

Cut Prices for Summer At Baltimore 1st-Runs

Special to THE DAILY

BALTIMORE, May 27. — A new schedule of reduced "summer admission prices" is announced for Baltimore's downtown, first-run theatres, all of which are under combined operation of R. & F. Theatres, Inc., resulting from a recent merger of managements. Daytime tickets that were $1.25 are now 90 cents; and evenings are changed from $1.49 to $1.25, effective immediately.

'Anne Frank' an Exception

The one exception will be "The Diary of Anne Frank," due to replace "Shaggy Dog" at the New Theatre Wednesday on a road-show basis.

Install New Chairs

BUFFALO, May 27.—The Monroe Theatre in Rochester has closed for a four-week period, during which time the house, a Schine specialty operation, will have new lounge-type chairs installed. After re-opening on June 26, Manager Frank Bassett says the house will show Disney's "Darby O'Gill and the Little People" and "The Big Fisherman." The Monroe also is scheduled to show "Sleeping Beauty," in 35mm and at popular prices.

50 Book 'Maja' and 'Net'

United Artists' "The Naked Maja" and "The Man in the Net" will open in over 50 theatres in the New York area starting June 10, it was announced by James R. Velde, general sales manager. Circuits that have booked the films include: Loew's, Randforce, Rugoff and Becker, Century, Brandt, Skouras, RKO, Fabian, Island and Prudential.

'Darby' to Normandie

Walt Disney's "Darby O'Gill and the Little People" will have an early summer premiere at the Trans-Lux Normandie Theatre here.

Honor Eyssell

(*Continued from page* 1)

who is a member of the board of trustees of Tusculum, introduced Eyssell. Christenberry received a similar degree as the commencement speaker in 1954.

Eyssell joined the executive staff of Radio City Music Hall in 1933 after holding key posts with the Paramount Publix Corp. in the far west, southwest and New York City. He was named president of the Music Hall in 1942 and executive manager of Rockefeller Center in 1948. A year later he was advanced to executive vice-president and in 1951 became president, succeeding Nelson A. Rockefeller, now Governor of New York.

Eyssell's address to the graduating class of Tusculum was on the subject of prospects awaiting those who enter today's business world and qualities which will be most advantageous to bring to it.

S-W, Loew's

(*Continued from page* 1)

planation for the turnover of almost 55,000 shares in the company's stock in the last two trading days, but conceded that company earnings were favorable.

Stanley Warner stock had a turnover of about 25,000 shares yesterday for a gain of one point. A company official said he knew of no explanation for the activity but also said earnings are on the bright side.

'Heroes and Sinners'

(*Continued from page* 1)

which the theme of this film is developed is further compounded by blatant violations of Christian and traditional standards of decency, both in situations and costuming."

At the same time the Legion classified three other films. In Class A, Section 1, are "Face of Fire" and "For the First Time." In Class A, Section 2, is "Shake Hands with the Devil."

Five More Join TOA

Five more theatres have joined Theatre Owners of America. Rose Marie Bell, of Taylorville, Ill., has enrolled both her drive-in and her conventional theatre of that area, while John G. Broumas, head of Trans-America Theatre Circuit, Takoma Park, Md., has signed up two more of his houses in Maryland.

The fifth theatre joining is the Sunset Drive-in, Chambersburg, Pa., owned by Harold Kagan.

Bosustow Signs Two

HOLLYWOOD, May 27.—Stephen Bosustow has signed Al Bertino and Dick Kinney to prepare a storyboard on "Robin Hood Magoo," UPA's second full-length feature cartoon for Columbia release.

The first, "1001 Arabian Nights," is now completed under the direction of Jack Kinney and will be released by Columbia this Christmas.

TENT TALK

Variety Club News

BOSTON — Two executives of the Coca-Cola Co., Harold Sharp and Charles Bourdelais, Jr., have received citations of the Variety Club of New England for their efforts in behalf of the club's Jimmy Fund. Presentations were made by Ted Williams and Dr. Sidney Farber.

△

BUFFALO — Tent No. 7 on June 1 will hold a meeting characterized as "of utmost importance" in a notice issued by Charles Siegert, property master, who states further that the meeting will consider "the continuance of the Buffalo Variety Club, and its charity affiliation."

△

CLEVELAND — Tent No. 6 held a gin rummy contest Monday in the Tudor Arms Hotel club rooms, at which was also discussed plans for the forthcoming golf tournament, of which Dave Rosenthal, United Artists branch manager, is chairman, assisted by Jack Silverthorne, manager of the Hippodrome, and Irving Shenker, of Berlo Vending Co.

△

ALBANY, N. Y., — A special meeting of the local Variety Club was held Tuesday to discuss the dinner dance slated for June 6 and the "Tower of Talent" show scheduled for June 30, the latter to benefit the club's Camp Thacher.

'Diary' June 6 in Buffalo

BUFFALO, May 27. — The Western New York premiere of "The Diary of Anne Frank" has been postponed from May 29 to June 6, when the picture will open at the Century Theatre at popular prices and no seats reserved. Originally, a reserved-seat policy had been planned.

The finest carbons ever made...
NATIONAL TRADE-MARK
PROJECTOR CARBONS

National Pre-Selling

"ROOM at the Top," the new Continental Distributing box office hit, reviewed in the June issue of "Esquire," belongs at top of this column because it tells a story of interesting people who live in a Yorkshire manufacturing town honestly and interestingly. The reviewer, Kingley Amis, very favorably impressed with this film, says at one point "the love affairs in this picture are handled with a frankness which outdistances anything I have seen without for a moment falling into the 'frankness' which is a synonym of sex sensationalism."

•

"The Five Pennies" starring Danny Kaye is based on the life of Red Nichols, a jazz band leader in the '20's who was as famous as Louis Armstrong is today. "Life" in the May 25 issue has a pictorial essay on this new Paramount musical.

For 20 years Nichols blew himself a warm place in a generation's memories and then suddenly fell silent. He gave up music and went to work in a shipyard so that he could spend more time with his daughter who came down with polio. Benny Goodman, Glenn Miller, Jimmy Dorsey, Gene Krupa and Jack Teagarden before they organized their bands played for Red Nichols.

•

A profile of Frank Sinatra appeared in the May 24 issue of "This Week." It was written by veteran Joe Hyams in Miami, where Sinatra's latest picture "A Hole in the Head" was filmed. Hyams quotes Sinatra as saying "I can't walk into a restaurant and sit by myself because I'd never get finished. People feel I belong to them. So I have to eat dinner in my hotel room or at home."

•

"The Diary of Anne Frank," the George Stevens superb production was selected by "Redbook" as the picture of the month for June.

•

A special 16-page section of Sunday's "New York Times" on May 24 was devoted to "They Came to Cordura." This new Columbia film, produced by William Goetz, is based on a novel by Glendon Swarthout. It stars Gary Cooper, Rita Hayworth, Van Heflin and Tab Hunter.

Articles specially written for this section by Swarthout, Jonas Rosenfield and Bob Ferguson make very interesting reading.

•

Lloyd Shearer has written a personality story on Steve Reeves, star of Embassy's "Hercules," that will appear in the May 31 issue of "Parade."

•

A striking color ad on "Say One for Me" appeared in the May 25 issue of "Life."

•

Brigitte Bardot with the help of Marcel Haedrich has written an autobiographical article for the May 24 issue of "American Weekly." The article is illustrated with photos of her family. She spoke frankly of her husband, who directed her first successful film. Brigitte's current film is "Love Is My Profession" and "Babette Goes to War" is being prepared for release.

•

"The Five Pennies" was selected for the Family Medal Award film for June by "Parent's Magazine."

WALTER HAAS

REVIEW:

Gigantis, the Fire Monster

Warner Bros.

HOLLYWOOD, May 27

IN THE WAKE of such predecessors as "Godzilla" and "Rodan" comes another exploitable Japanese film, designed to attract seekers of action and thrills proffered by gigantic, indestructible monsters of ancient vintage. Paul Schreibman, who produced the American version of the Toho Production, has achieved American audience appeal with good lip-synchronization, music and sound effects contributed by Hugo Grimaldi, Rex Lipton and Al Sarno, respectively.

The original special photographic effects by Eliji Tsuburaya, and special effects by Akira Watanabe, Hiroshi Mukoyama and Masao Shirota provide the salient interest of the attraction.

Prefacing the fictional episode in the life of a Japanese fishing village, where the local cannery employs a couple of pilots to scout for schools of fish by plane, is the suggested possibility that today's atomic tests could have reactivated the life of some ancient creatures, possessed of their own atomic power, that thrived on the radiation received from the sun. This story has one of the pilots forced down on a remote island, where two prehistoric monsters are still carrying on a feud with each other. Rescued by his buddy, he makes a report to villagers of the existing monster and an alert is sounded which enlists the aid of the army and air force to the impending danger of a visit from Gigantis.

Gigantis, killing his age-old enemy, makes his way toward the fishing village causing destruction with his fiery atomic breath, but is lured away from the island village with flares from planes unable to destroy him with rockets and bombs.

Mindru Chiaki, the pilot who discovered the monster, makes a suicide attempt to destroy Gigantis while it seeks its own safety on another island. His mishap offers a clue to the final destruction of the beast. A wave of planes sending rockets into the ice-covered mountain side of the island causes an avalanche of rocks and ice which does the job that modern weapons could not do on the monster.

Running time, 78 minutes. General classification. Release, in June.

SAMUEL D. BERNS

Edinburgh Festival

(*Continued from page* 1)

to present a special national program built from its "latest and finest productions."

Nations already set to contribute include Sweden, Yugoslavia, Poland, Russia, Netherlands, Japan, France, East Germany, Italy, Great Britain and U.S.A.

During the Festival, five Sunday gala film premieres will be staged in main Edinburgh cinemas.

Last year 34 countries and the United Nations submitted films to the Edinburgh Festival. There are already indications that this year even more will be represented. Invitations have been sent to 48 countries.

Lewis, on His Own, To Make 2 Musicals

From THE DAILY Bureau

HOLLYWOOD, May 27. — Jerry Lewis' next two pictures will be musical comedies, his first venture into this field on his own. The first, "Like Father, Like Son," will start at Paramount in the early fall as Lewis' first production by his recently-formed independent company.

The second, "Ole," will be a Paramount picture to start as soon as possible after "Like Father, Like Son" is completed.

Will Also Produce

In addition to starring in both, Lewis will be producer. Both will be filmed in Technicolor.

"Like Father, Like Son" will be directed by Frank Tashlin from his screenplay, thus reuniting the producer-director combination that made "The Geisha Boy" and "Rock-A-Bye Baby."

"Ole," a dramatic comedy with a carnival background, will be directed by Norman Taurog from a screenplay by Allan Kenward. Taurog, currently directing the Lewis-Hal Wallis' "Visit to a Small Planet" at Paramount, also directed the star in Wallis' "Don't Give Up the Ship," soon to be released.

Stay Gran

(*Continued from page*

Meyer of the Los Angeles' Court.

The six pictures are "Catt of Montana," "Tennessee's "Slightly Scarlet," "Pearl of t Pacific," "Appointment in H and "Silver Lode."

The legal victory is a pi two suits totaling $7,500,0 Bogeaus has pending agai Teleradio and its parent General Tire Corp.

The complaint charged R radio released the films to outlets without making e secure maximum returns, cities where RKO Teleradi stations, the films were book out competitive bids from c stations.

Coast Production Pace; 35 Now in

From THE DAILY Bur

HOLLYWOOD, May 27. much of a change in prod seen this week, with the st pictures and the completion making a total of 35 picture duction for the week.

Started were: "Sudden Summer" (Sam Spiegel P for Columbia); "The House Hawks" (a David Rose Pr and "The Time Machine" Production), the latter two f Goldwyn-Mayer release; "Th Trail" (an Einfeld Production Century-Fox); "All God's (a Ziv Production to be rel Warner Bros.), and "Stump independent film being pro Red Reynolds Production of

Completed were: "The berty Picture Production f Artists); "The Living Dead' ican International Pictures) omy of a Murder" (Preminge Production), and, "Rim of t yon" (Thunderbird Producti latter two Columbia releases: mer Place" (Warner Bros. p

'Philadelphians' I Off to Big Gross

Warner Bros.' "The Youn delphians" is winding up its f in initial engagements from coast with top-flight grosses it well ahead of last year creet," which Warners relea ing the comparable season the company said yesterda world premiere engagement Stanley Theatre in Philade grossed $30,028 in its first following its gala charity May 19.

In New York the film is he a $32,000 gross in its first the Criterion Theatre. At the Theatre in Chicago, a $45,0 is indicated by a three-day gross of $20,789, while a gross appears certain at t mount Theatre in Hollywood three-day week-end of $11,1

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

5, NO. 103 NEW YORK, U.S.A., MONDAY, JUNE 1, 1959 TEN CENTS

ce Is Free

estionnaire Projection iled Today

Officially Launches aign for Improvement

ition's campaign to improve lity of projection will be offi- unched today when the Thea- ers of America mails out ques- es for the Council for the Im- nt of Theatres and Motion Projection.

ionnaires will be made avail- all other exhibitors, wherein, g one out and returning it to ey will receive free technical n any phase of their mechani- tre operation from representa- the more than 150 equipment suppliers and service organi- serving every state in the ital United States.

Council, organized several ago by TOA and including , TEDA, SMPTE, the IATSE, tional Carbon, Lorraine Car- tec Service and RCA Service (*Continued on page* 2)

NCC Personnel rojection Program

Special to THE DAILY

JMBIA, Tenn., May 31—Pro- more and better light for to- ger motion picture screens was the main topics of discussion week as arc carbon sales en- or National Carbon Company, of Union Carbide Corpora- thered for their annual meet- (*Continued on page* 4)

ston Sukarno Host; to London Tues.

rom THE DAILY Bureau

LYWOOD, May 31. — Eric n and Mrs. Johnston will host e dinner party for President of Indonesia tomorrow at the Hilton Hotel here. Film stars, (*Continued on page* 4)

ISION TODAY—page 6

Sen. Morse Again Asks Identification Of Films, Sound Tracks Made Overseas

By J. A. OTTEN

WASHINGTON, May 31.—Senator Morse (D., Oreg.) has again blasted American motion picture producers for failing to identify film sequences and sound tracks made overseas.

Morse said he did not question the right of the companies to produce film sequences and sound tracks overseas, but believed they should be required to label them clearly as foreign-made.

The Oregon Democrat introduced in the Senate a resolution similar to one introduced in the last Congress, calling on the Senate Finance committee to make a thorough investigation of the effect of these practices on domestic employment. Morse conceded he had been instigated in this campaign by the American Federation of Musicians and its president, (*Continued on page* 4)

Pre-Selling Values Underscored by Lipton

From THE DAILY Bureau

HOLLYWOOD, May 31. — The theatres' so-called lost audience isn't nearly as lost as it's often made out to be, according to David A. Lipton, Universal - International vice-president.

"This is proved by the tremendous success of occasional pictures," Lipton told a group of Southern Cali- (*Continued on page* 6)

House Passes Bill for SBA Lending Activities

From THE DAILY Bureau

WASHINGTON, May 31. — The House passed and sent to the Senate a bill appropriating an additional $150,000,000 for Small Business Administration lending activities, a $50,000,000 reduction from the Administration request.

Scharffenberger Named President of Westrex

From THE DAILY Bureau

HOLLYWOOD, May 31. — George T. Scharffenberger, former president of Kellogg Switchboard and Supply Co., a division of International Telephone and Telegraph Corp., has been named president of Westrex Corp., a division of Litton Industries, and vice-president of the parent company.

Scharffenberger succeeds Glen McDaniel, vice-president and general counsel of Litton, who becomes Westrex chairman. The changes are effective tomorrow.

Distributors Study Detroit Plan For Co-Operative Business-Building Drive

Several major distributors have taken under advisement proposals for co-operative business-building efforts in Detroit subsequent run theatres which were presented to them here last week by a group of Detroit exhibitor representatives.

Sales managers with whom the group met said they were favorably impressed with the proposals but before committing their companies they planned to discuss the matter with their advertising-publicity heads. Indications are there will be no final decisions for several weeks.

The Detroit exhibitors plan is to provide a fund subscribed by subsequent run theatre operators, to be matched by distributors whose pictures are selected for the special promotions. The business-building efforts will be designed to reach the neigh- (*Continued on page* 4)

Oldsmobile Will Sponsor UA-TV 'O'Keefe' Series

United Artists Television, Inc. has concluded negotiations with the Oldsmobile division of General Motors for the latter's sponsorship of a new situation comedy series, "The Dennis O'Keefe Show," starting this Fall on the CBS network, Sunday nights at 7:30 P.M.

Bruce Eells, executive vice-president of UA-TV, describes the transaction (*Continued on page* 6)

Ease Quotas

See New Bid To Free All U. K. Earnings

Favorable Trade Balance Ends Need for Curbs

New relaxation by the British Board of Trade late last week of curbs on imports of about 45 groups of consumer goods from dollar areas is almost certain to revive American film industry demands for free convertibility of their British earnings when the annual negotiations of a new film agreement are opened late this summer, in the opinion of trade observers.

Since this latest in a series of steps relaxing Britain's austerity quotas was made possible by its greatly improved economic position, underlined by a favorable balance of trade with the United States, it can be argued that continuance of the restrictions on American film company earnings in Britain are no longer needed, one foreign department executive said at the weekend.

In announcing its action the Board (*Continued on page* 2)

Big Local Drives for 'Earth,' 'Mummy' Told

Universal-International will follow its pre-selling campaign on "This Earth Is Mine" through the national magazines and Sunday supplements with point of sale promotion on the local level. The company has set coast to coast tours of three personalities who will visit 40 cities during June and contact more than 300 newspaper, (*Continued on page* 4)

Outline Plans for World Bow of 'Horse Soldiers'

Special to THE DAILY

SHREVEPORT, La., May 31 — Spectacular plans are now being made for the world premiere here of United Artists' "The Horse Soldiers" on June 17. The Mirisch company presentation will have its bow at the Strand Theatre for the benefit of Centenary (*Continued on page* 6)

PERSONAL MENTION

JOSEPH LEVINE, president of Embassy Pictures, has returned to New York from Europe.

•

WILLIAM J. HEINEMAN, United Artists vice-president in charge of domestic distribution, is scheduled to return here at the weekend from an Alaskan hunting trip.

•

ERNEST EMERLING, Loew's Theatres advertising-publicity director, is on a European vacation.

•

H. H. MARTIN, Universal general sales manager, left here over the weekend for the Coast.

•

FREDERICA EICHELBERG, secretary to CHARLES E. MCCARTHY, Compo director of information, is vacationing in Europe.

•

JAMES VELDE, United Artists general sales manager, left over the weekend on a Western business trip.

•

HARRY FEINSTEIN, JAMES M. TOTMAN and PHIL ZIMMERMAN, of Stanley Warner Theatres, New Haven, Conn., have returned there from Hartford.

•

NORMAN WEITMAN, Universal manager in Cleveland, was a weekend visitor in Albany, N. Y.

•

SPENCE STEINHURST, Southern publicity chief for American International Pictures, has been called to Buffalo, where his mother is seriously ill.

•

SAM DEMBOW, JR., associate of C. J. TEVLIN in the newly-formed Liberty Pictures, has returned to New York from Hollywood.

•

FRANK MOONEY, United Artists playdate manager, and MRS. MOONEY left New York at the weekend for South Bend, Ind., to attend the graduation of their son, FRANCIS from the University of Notre Dame.

•

MELVILLE SHAVELSON, director, will leave New York tomorrow for Italy.

•

WILLIAM BROWN, of the United Artists home office exploitation department, is in Hartford from New York.

•

ALLEN M. WIDEM, of "The Hartford Times," has returned there from Washington.

•

HOWARD W. KOCH, producer, has arrived in New York from Hollywood.

SHOWMEN WANTED!

Increase your Concession Sales to an all-time high with 4 Brand-New Full-Color Animated and Narrated Intermission-Time BLOCKBUSTERS from:

NATIONAL SCREEN SERVICE

TOPS IN TRAILERS!

Projection Questions Mailed

(*Continued from page* 1)

companies in its membership, seeks, by making free technical advice available to exhibitors, to enable theatre owners to improve the quality of the projection and sound, and the physical comfort of their theatres by obtaining maximum performance from existing equipment.

Theatre owners who ask for technical help will have a qualified expert from one of the sponsoring organizations sent to their theatre to inspect equipment. The technical expert will make his recommendations directly to the theatre owner, so that the theatreman may then make his own decision on what corrective action he will take. The Council's effort marks the first coordinated campaign by exhibitor and supply elements of the industry to improve the quality of picture presentation.

The Council's questionnaire carries the slogan "Better Projection Pays," in keeping with its declaration that unless theatres present the best possible picture with the best possible sound in the most comfortable surroundings, they cannot hope to retain and build patronage in the face of other competition for leisure hour time, including television.

The Council was organized after a survey by the Motion Picture Research Council had reported sub-par projection in 70 per cent of theatres inspected over a two-year period. George G. Kerasotes, president of TOA, in disclosing that TOA was making an initial mailing of the questionnaires, declared that "the cooperation of the movie industry's trade press has been and will continue to be instrumental in making this program succeed!"

Looks for Aid from Trade Press

"Because no single organization can hope to reach all exhibitors, we are relying on the help of the trade press," Kerasotes said, "to carry the message to all theatre owners that this unique, free service is at their disposal if they want to make use of it. We are deeply grateful and indebted to the trade press for its invaluable assistance."

Theatre Tax Relief Bill Filed in N. C.

Special to THE DAILY

RALEIGH, N. C., May 31—Representative Boyce Whitmire of Henderson has introduced a bill which would enable North Carolina theatre operators to get a reduction in the size of their state tax bill.

He said his bill would mean a reduction of approximately $90,000 a year in taxes paid by all drive-in and indoor theatres. He added that he did not have an estimate on how much of a reduction the proposed new tax schedule would mean to individual theatres.

RKO Albee Books 'Fear'

"Floods Of Fear," a Universal-International release, will have its local premiere at the RKO Albee Theatre on Wednesday.

Henry Ford Presents VCI Award to Hoover

From THE DAILY Bureau

WASHINGTON, May 31 — The Humanitarian Award of Variety Clubs International was presented here to J. Edgar Hoover, director of the Federal Bureau of Investigation, by Henry Ford II, president of Ford Motor Co., and recipient of the award for 1957.

The Humanitarian Award of the Year was presented to Hoover in recognition of his "great and continuing contributions in the fight against juvenile delinquency" and for his "humanitarian motives in the preservation of our national security against Communist subversion."

'Hands' Opens June 10

"Shake Hands With The Devil," a Pennebaker Presentations, and "The Mugger" will open at the Loew's Metropolitan Theatre in Brooklyn on June 10. Both films are being released through United Artists.

Columbia Dividend Set

The board of directors of Columbia Pictures has declared a dividend of 2½ per cent on its outstanding common stock and voting trust certificates for common stock, payable July 30 to stockholders of record on June 30.

Book 'Tables,' 'Doll'

United Artists' "Separate Tables" and "China Doll" have been scheduled for 55 theatres in the New York area starting July 17.

'Cool' Promotion Stunts For Loew's Theatres

A 20-page manual on air co ing has been prepared by Emerling, Loew's Theatres a ing-publicity vice-president, f tribution to all of the cor theatres.

It includes detailed instruct managers on operation and p for air conditioning, suggesti theatre personnel, catchlines f posters, snipes, etc., trailer cop gestions for special stunts to p air conditioning, photographs ers and art, and feature stori shorts for newspapers.

U. K. Earni

(*Continued from page* 1)

of Trade pointed out that Brit ports to the dollar area have in six and one-half times since t of World War II, with the U. coming its most important sin port market. The Board said now has a favorable balance o with the U.S. for the first tim 1865. April exports to this totalled $100,800,000.

The industry's current agr with Britain expires next Se with negotiations usually held while before the expiration dat der the agreement, the compan convert $17,000,000 of their earnings, plus a bonus equal t third of their investments in p tion in Britain. All of the rem may be applied to permitted through which balances usual worked out in toto; howeve quently at a discount and alm ways with some expense in which no longer would be th if the companies won free c tibility of their sterling balanc

Western Union Rep Ads Crediting 'Nort

Western Union has reschedu national magazine campaign p ing the organization and crediti new MGM production of Hitchcock's "North By Northw

The full-page advertisement turing Hitchcock, which hav peared in *Time, Newsweek, U.S. Business Week, Nation's Busines* the *Wall Street Journal* earlie year, and will reappear in the o publications this month and ne

Rites for Theodore W

MIAMI BEACH, May 31—F services were held here for Th Weill, 82, father of Jules B. president of Specialty Pictures

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News E Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents i principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

what's the formula?



it's no magic... it's

word of mouth!

Trailers are the necessary ingredient that starts 'em talking...and keeps 'em talking about your coming attractions.

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

TENT TALK

Variety Club News

PITTSBURGH — The Variety Club Tent No. 1 here will hold its eighth annual telethon on KDKA-TV starting at 11:00 P.M. on Saturday, June 13, and terminating on Sunday, June 14, at 2:30 P.M. The telethon will be unique inasmuch that it will be telecast before a live audience direct from the stage of the Penn Theater on Sixth Avenue instead of from the Channel 2 studios. Chief Barker David C. Silverman stated that KDKA Vice President Harold C. Lund and General Manager Jerome R. Reeves had agreed to donate the time in behalf of the Westinghouse Broadcasting Company and added that all proceeds from the star-studded fifteen and one half-hour telethon will be directed towards Variety's Camp O'Connell, the summer home for handicapped children which still requires many fixtures and additions in order for it to be presented as a true haven for the handicapped.

PITTSBURGH — His Excellency Bishop John J. Wright, recently appointed to the Pittsburgh Diocese, received his official appointment as Catholic Chaplain to Variety Club Tent No. 1 at a luncheon given in his honor. Among those welcoming His Excellency were: George W. Eby, International chief Barker; I. Elmer Ecker; David C. Silverman, chief barker, and Mayor Thomas Gallagher.

IFP to Move Quarters

Industrial Film Producers, Inc., has moved to new and larger quarters at 207 East 37th Street here. The move provides room for expansion for its script and art departments, and cutting room. The company was organized in 1956 and produces business and industrial motion pictures, slide films and visual aids.



Again Asks Identifying of Foreign Wor

(*Continued from page* 1)

Herman D. Kenin, an Oregonian.

The resolution faces an uphill struggle to Senate approval.

Morse said last year he had attacked the practice of showing as American productions films which used foreign-made sound tracks. Now, he said, "these American producers make use of foreign-made film sequences, not for the purpose of depicting foreign scenes, but to portray purely American events which are supposed to have occurred in this country. In other words, this is illusory; it is really a form of fraud practiced by these producers upon American viewing audiences."

As an example, he cited a film made in Spain depicting the life of John Paul Jones, and including scenes showing a Williamsburg Society dance and the signing of the Declaration of Independence.

Practices such as these, Morse insisted, "are contributing to heavy unemployment in the ranks of American entertainers and technicians."

"In demanding an investigation of retrogressive, job-destroying practices in the film-making industry, I am not advocating limitations on the free exchange and trade of musical o products," he said. "Certai hurdles should be erected to portation of foreign-made mot ture film, clearly labeled as origin."

Morse said he thought it larly unfair that broadcaste receive a government-given m of frequencies, should be fc the same practices in getting quences and sound recordings

The Morse resolution fixe ary 31, 1960, as a deadline f clusion of the Finance commi vestigation.

Big Promotion

(*Continued from page* 1)

television and radio promotional possibilities, Charles Simonelli, Universal Eastern advertising and publicity department manager, told field exploitation and home office publicists at their meetings here at the weekend.

Simonelli also disclosed plans for promotion of "The Mummy," made in England by Hammer Film Productions as a successor to the successful "Horror of Dracula" last year.

Stars to Meet the Press

In disclosing plans for the tours of Cindy Robbins, who makes her screen debut in "This Earth Is Mine," for Casey Robinson, producer-writer on the picture and Jean Blake, who has a featured role in the film, Simonelli told the field exploitation representatives that arrangements are being made to bring in newspaper, radio and television representatives from areas surrounding the cities to be visited by the personalities and where this is not possible, arrangements will be made for telephone interviews with the personalities.

Simonelli also outlined the national promotions on "This Earth Is Mine" and detailed the manner in which Universal hoped to translate them into effective local level tie-ups. These include the Decca sound track album; a Yashica camera contest; a Lux promotion on Jean Simmons; the Dell pocket book and tie-ups with the California Wine Institute and the Napa Valley Wine Growers Association where the picture was shot.

Mummy to Tour

On "The Mummy," Simonelli disclosed plans for a national tour of Andrew Low, noted Egyptologist and archaeologist; one of the featured players from the film, an attractive starlet; and the sarcophagus and mummy used in making the picture which have been insured with Lloyds of London for $1,000,000.

WOMPIs Win Prize

ATLANTA, Ga., May 31—The Atlanta WOMPI chapter was winner of $1,440 in a contest given by Radio Station WGST. This was first prize.

Giant 'Spartacus' Sign For 'U' Production Set

From THE DAILY Bureau

HOLLYWOOD, May 31. — Filmdom's first "spectacular" (giant neon sign) to be built on a motion picture set in public view, to remain there until the production's completion and release, has just been erected.

Overlooking teeming Hollywood Freeway, the gigantic attention-getter spells out in brilliant double-tube neon the single word "Spartacus," the title of the $7,000,000 Universal release now being filmed at U-I by Kirk Douglas' independent company, Bryna Productions.

It is one part of the long-range international bally-hoo and promotion program blue-printed for the release of "Spartacus."

The 60-foot-wide spread of lettering perches high on the Hollywood hills within the Universal film lot, adjacent to a classic Roman temple especially erected for the film, which stars Douglas, Laurence Olivier, Jean Simmons, Tony Curtis, Charles Laughton, Peter Ustinov and John Gavin.

The temple itself has been a subject of interest and curiosity for the past several months to the thousands of motorists coursing through the Freeway to the San Fernando Valley.

"Now they'll know what it means," said Douglas. "We're going to call it our 'Spartacular'."

Brief NCC Personnel

(*Continued from page* 1)

ing. An even dozen sales engineers from throughout the country attended the four-day meeting. Also on hand were J. W. Cosby, J. R. Johnstone, and P. D. Ries of the headquarters office in New York.

Representatives of the company's arc carbon technical service and development group met with the sales engineers to bring them up to date on the latest technological developments in motion picture projection. Information exchanged during the informal sessions will enable National Carbon's arc carbon sales engineers to return to their territories with a new wealth of data to assist the nation's theater operators in obtaining maximum operating efficiency in their projection booths.

Detroit Pla

(*Continued from page* 1

borhood resident who has stop ing to the local theatre, or w only infrequently.

The plan contemplates use o television and newspapers imm in advance of and concurrent the dating of the selected film subsequent and sub-subsequen of the city. The advertising a motion will be geared to recap the many who may have seen the meantime, forgotten, the and local first run campaigns films.

If new media or means found to reach those not co the subsequent run houses an they, too, will be used, it was

May Expand to Other C

Some distribution executiv they would like to see the pl out, if only on an experiment If it proves worthwhile, they a might be extended to other c

The exhibitor delegation i Milton London, Michigan Allie dent; William Wetsman of the & Wetsman circuit; Woodi Praugh head of United Detroi tres, and Irving Goldberg o munity Theatres. They visite R. Velde, United Artists sale ager; John Byrne, MGM distr head, and Alex Harrison, 20t tury-Fox sales head.

Several other distributors sa were unable to meet with the tion at the time suggested pressed interest in the Detroit plan and said that they intende to discuss it with the princi their next visit to Detroit or phone.

Johnston Host

(*Continued from page* 1

top studio executives and civi ers will attend.

Pres. Sukarno will visit 20t tury-Fox studios Tuesday for lu and a tour of the lot. Johns turns East immediately and is uled to fly to London tomorr an economic conference in h ernmental capacity, and is du in the U.S. at the end of the

Everybody's Going for

ALLIED OF NEW JERSEY'S

"BIG Convention DEAL"

AT

GROSSINGER'S

Monday June 8 thru Thursday June 11

3 FUN-FILLED DAYS!

—Something Doing Every Minute—

Golf Tournament
Ladies Activities
Cocktail Party
Top Entertainment
Valuable Prizes
Banquet

THREE FULL DAYS–$75.00 per person (two in a room)

Includes everything—golf fees, dining room tips, night club tips, chambermaid, complimentary bottles of liquor at your table—the works!

YOU CAN'T BEAT IT!

It's almost SRO. This is last call for reservations.

ALLIED THEATRE OWNERS OF NEW JERSEY, INC.

234 West 44th St., N. Y. • **LAckawanna 4-2530**

Television Today

Oldsmobile

(*Continued from page* 1)

as "one of the largest—if not the largest—station coverage deals ever enjoyed by a television series. We have been advised that the sponsor wants the series to be seen wherever Oldsmobile has a dealer and television transmission facilities are available."

"D. P. Brother and Company, in Detroit, the advertising agency for Oldsmobile, advises that an order has been placed for 227 stations."

Linked with Cypress Prods.

"The Dennis O'Keefe Show," produced in association with Cypress Productions, starring O'Keefe with Hope Emerson, Rickey Kelman, Eloise Hart and Eddie Ryder, is a half-hour filmed series built around the adventures of a popular New York syndicated columnist. Les Hafner is the producer of the series conceived by John Fenton Murray who continues as chief story editor.

Ommerle Leaves CBS; Was TV Program V.-P.

Following by only two days the resignation of Hubbell Robinson as executive vice-president of CBS Television in charge of programming, Harry G. Ommerle, vice-president in charge of network TV programs, has announced his resignation from that post. He gave no reason for his action.

Ommerle came to CBS in 1950 after having headed his own company in the field of talent and program sales.

Wilcox Discussing New Film Series for TV

Herbert Wilcox, British film producer now in New York from London, will confer with television networks and financial agencies while here on financing of a new series of television films designed for both the American and British audiences.

It is understood the series also would be available to theatres in other world markets.

Welk Signs Contract

Lawrence Welk has signed an exclusive radio and television dual agreement with the Dodge Division of the Chrysler Corp. and the American Broadcasting Co. Welk additionally signed a separate agreement with ABC covering a period of five years. A joint announcement, made by W. D. Moore, advertising director of Dodge; Oliver Treyz, president of ABC-TV Network, and Welk's personal manager, Sam J. Lutz, stated that Welk henceforth will concentrate all his television activities on one program per week, the Saturday night "Lawrence Welk's Dodge Dancing Party," which soon starts its fifth year on the ABC-TV Network.

Denver TV Station Charges Block Booking

An anti-trust suit seeking $375,000 in damages and an injunction against enforcement of a contract has been filed against Loew's, Inc. in New York Federal Court by KTVR, Inc., a television station in Denver, Col. The suit charges that an agreement made with Loew's in October, 1956, under which Loew's was to supply the station with 700 feature films for which it was to be paid $1,000,000 is unenforceable because its terms constitute block booking and are in unreasonable restraint of trade.

Similar Suit Filed Last Year

The suit is on the same basis as the suit brought by the U. S. Government last year against Loew's, Inc., C & C Corp. and others charging that the sale of films to television under block booking provisions was in restraint of trade.

Under the terms of the Denver agreement Loew's was to use the proceeds of the film sale to purchase up to 25 per cent of the stock of KTVR, Inc.

Brady First President Of TV Producers Guild

From THE DAILY Bureau

HOLLYWOOD, May 31. — Ben Brady was named first president of the recently formed Television Producers Guild, without opposition. He will serve a two-year term.

Others elected include Ralph Levy, first vice-president; Everett Freeman, second vice-president; Jules Bricken, secretary, and Winston O'Keefe, treasurer.

Elected to the TPG board, in addition to the elected officers are: Cecil Barker, Anthony Barr, Alvin Cooperman, David Dortort, Mort Fine, Sam Fonda, Axel Gruenberg, Al Hudson, Peter Kortner, Jess Oppenheimer and Darrell Ross.

Vacancies for three additional board members will remain open until New York producers appoint them following formal affiliation.

TL-TV Promotes Oken

Murray Oken has been promoted to the post of western division manager of Trans-Lux Television Corp., it was announced by Richard Carlton, vice-president in charge of sales. Formerly mid-west sales manager, Oken will assume his new post at the Trans-Lux branch office in Los Angeles today.

New Trans-Lux Series

Trans-Lux Television has released "Animal Parade," latest in its series for the children's tv market, it has been disclosed by Richard Carlton, vice-president in charge of sales, who describes the new production as a wild-life series consisting of 26 quarter-hour segments.

Pre-Selling

(*Continued from page* 1)

California exhibitors at a luncheon at Sheraton West Hotel here which was sponsored by Look magazine for the purpose of pointing up the importance of pre-selling motion pictures through national magazines advertising.

"That 'lost audience' can be found with the right pictures that are properly pre-sold," Lipton declared. "Nobody can tell in advance what the right pictures are. But we do have the know-how to properly pre-sell them. It's just a question of using this knowledge."

The luncheon was similar to one held earlier in New York at which the campaign for Universal's "This Earth Is Mine" was described to Eastern exhibitors by Charles Simonelli, Universal's Eastern advertising-publicity director.

'Horse Soldiers'

(*Continued from page* 1)

College, oldest institute of higher learning west of the Mississippi.

Sparked by the city's Chamber of Commerce and backed with the full cooperation of local and state officials, merchant and patriotic groups, military and school organizations, the premiere celebration will cover two days of receptions,, historical fetes, military maneuvers, parades and special events.

John Wayne, William Holden and Constance Towers, stars of the film, and co-producer Martin Rackin will head a huge Hollywood Cavalcade which will be flown to Shreveport for the festivities. Virtually every state and important city of the old Confederacy as well as several Northern states will be represented by governors, mayors, leading citizens and the press. The premiere pageantry will be keyed to the Civil War theme of the film.

Sinatra 'Head' Plugs

United Artists is preparing a series of singing commercials by Frank Sinatra in behalf of Sincap Productions' "A Hole in the Head." Ten, twenty, thirty and sixty-second commercials are being serviced to network and local stations across the country as part of UA's radio saturation campaign for the film in advance of key regional playdates set for July. The special platters feature two Sinatra musical selections, "All My Tomorrows" and "High Hopes," from the film as well as a plug by the actor.

Bartlett to Columbia Lot

HOLLYWOOD, May 31. — Hall Bartlett Productions moves its organization to the Columbia Pictures lot Monday. Casting and pre-production work will begin at once on "All the Young Men," which will star Alan Ladd and Sidney Poitier. Bartlett will produce and direct from his own screenplay and has set a Sept. 4 starting date.

PEOPL

A new four-story structur New School for Social Resea has been named the "**Albert** Building," in honor of the the building. List is presid chairman of the board of t Alden Corporation. RKO Th a division of Glen Alden.

□

Harry Freeman, who had b dling the advertising and pub the Fox Theatre, Philadelphi most 30 years, has resigned, duties taken over by house **Harold Brason.**

□

Abe Sundberg, owner of th Ave.-Grand Theatre, Philade in Jefferson Hospital in that lobar pneumonia.

Compo Quotes Bos Tribute to Film St

The 103rd in a series of ads in *Editor & Publisher,* w peared Saturday, May 30, glowing tribute by Bill Cun famous *Boston Herald* colum group of motion picture per who accompanied him on visit to Greece.

The group included Leo Diahann Carroll, Jeanne Crai Cristal, Robert Cummings, Hyer, Anne Jeffreys, Van Lauritz Melchior, Ann Mille O'Brian, Jane Russell, Robert and Miiko Taka. They were party of notables invited to at opening of a new Hilton Athens.

'Finest Representation

In a dispatch to his pape the ad quotes, Cunningham part ". . . it's my considered our nation could scarcely h representation abroad than it ing from this delegation. The are intended primarily to app ladies and gentlemen of Holly

"The clamoring crowds movie stars, and that's where t people from Hollywood cou us or break us and our cour it. Instead, these famous and young people have won my ment, my admiration and, a cerned American, my grati their masterful jobs of fri ing. . . ."

Wexler Marketing Of MGM Records

Elliot Wexler, a promine in the record business during 15 years, has joined MGM R director of marketing, it has nounced by Arnold Maxin, of MGM records. Wexler's d encompass sales, advertising tion and merchandising.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

85, NO. 104 — NEW YORK, U.S.A., TUESDAY, JUNE 2, 1959 — TEN CENTS

Repeal or Change

w Move to olish Ohio's nday Statute

Law' Seen Threat tate, County Fairs

Special to THE DAILY

UMBUS, O., June 1. — Repeal ge in Ohio's blue laws, be- to be a closed issue at the session of the state legislature, y has come to life with the ry that operation of the Ohio Fair, county fairs and state n Sundays are threatened un- rovision of the old law. This n bars "common labor" by over 14 on Sundays.

s been pointed out that film on, protected along with trap- and baseball under separate may be in danger if the closing law is strictly inter-

ngs were scheduled before (*Continued on page* 5)

lo ACE Group Will Meet on Monday

Special to THE DAILY

ALO, June 1. — George H. na, chairman for the Buffalo American Congress of Exhibi- called a special meeting for June 15, at 1:30 P.M. in ety Club. Mackenna has urged itors to attend the meeting as important issues will be dis-

s Dies; Formerly Loew's Theatres

rom THE DAILY Bureau

HINGTON, June 1.—Funeral were held here this morning Lincoln Cemetery for Law- atus, 74, former executive for Theatres who died Friday in k City, following a long ill-

career in showmanship be- *Continued on page* 5)

SION TODAY—page 5

Davis in Plea to German Distributors To Organize in U.K. to Push Sales

By WILLIAM PAY

LONDON, May 29 (By Air Mail).—"The German film industry needs an organisation in England to further the sale of German films," John Davis, managing director of the Rank Organisation, urged at a Dorchester Hotel luncheon to honour the visiting German Film Trade Delegation.

Davis referred to the desirability of creating an overseas sales force, so that Germany's salesmen could single-mindedly build up interest and promote a taste in their own country's films, and he emphasized that it is essential that films be pre-sold through publicity to the public in the months prior to release.

Recommending the German distributors set up such machinery, (*Continued on page* 5)

Exhibitors Must See 'Denim' Before Booking

No exhibitor will be permitted to book 20th Century-Fox's "Blue Denim" without first having seen it, Alex Harrison, general sales manager, said yesterday. The decision was made following a special screening of the first work print at the home office.

Harrison explained the condition set down for the picture's sale was made because of its provocative theme, "necessitating the complete integration of the exhibitor's promotional forces with the long-range cam- (*Continued on page* 5)

Cleveland Drive Against 'Obscene' Ads Is Balked

Special to THE DAILY

CLEVELAND, June 1. — The legislative committee of the city council has turned down a request from a group of local club representatives to appoint a Council Committee for the purpose of "determining ways and means of combatting obscene and immoral motion picture advertising." The legislative committee found (*Continued on page* 6)

Havas to WB Int'l as Continental Sales Head

From THE DAILY Bureau

HOLLYWOOD, June 1. — The appointment of Michael Havas as Continental sales manager for Warner Brothers, with headquarters in Paris, was announced today by Wolfe Cohen, president of Warner Brothers Pictures International Corp. Havas, formerly Continental representative for the Walt Disney sales organization, will join Warners on June 15 and serve under the immediate direction of Arthur Abeles, recently appointed Continental manager, who maintains headquarters in London.

Coast Film Council Joins with SAG In Opposing 2 Anti-Pay-TV Bills

From THE DAILY Bureau

HOLLYWOOD, June 1.—The Hollywood AFL Film Council, composed of unions and guilds representing more than 24,000 employees in the motion picture industry, tonight joined the Screen Actors Guild in declaring war against California Assembly bills 2438 and 2439, which would have the effect of prohibiting pay television in California.

John W. Lehners, president of the film council, will fly to Sacramento Wednesday to tell a special meeting of the Assembly's public utilities and corporations committee that "pay television will increase employment of Hollywood technicians and will open up a great new market for our skills," also that "the present commercial television, supported entirely by ad- (*Continued on page* 6)

William Shelton Joins NTA International, Inc.

William Shelton has been named sales manager for Continental Europe for NTA International, Inc., Harold Goldman, president, and Sidney Kramer, director of foreign distribution of NTA International, announced. In his new post, Shelton will handle NTA International theatrical and television properties in the European market making his headquarters in the (*Continued on page* 5)

Hyman Reports:

Top Films in View for Last 4 Mos. Period

Orderly Distribution Plan Eases 'Orphan' Period

More than twice as many quality releases will be available to exhibitors during the critical four month period from Labor Day to Christmas this year as were on hand during the same period last year, Edward L. Hyman, American Broadcasting - Paramount Theatres vice-president, told trade press representatives at a luncheon in the home office dining room yesterday.

Hyman said that whereas 29 top quality releases were in view for the Labor Day to Christmas period when he made his last report on orderly (*Continued on page* 2)

Navy-Style Premiere in D.C. for 'Don't Give Up'

From THE DAILY Bureau

WASHINGTON, D. C., June 1.—The Stanley Warner Metropolitan Theatre here will open Paramount's new Jerry Lewis comedy, "Don't Give Up the Ship," in festive style the evening of Tuesday, June 16, under the sponsorship of the Navy League. Officials from various branches of the (*Continued on page* 2)

Italian Theatres Will Close As Tax Protest

Italian exhibitors have completed plans to close all theatres in Rome and Lazio from June 8 to June 14 as a protest against the prevailing high admissions tax and as a gesture which they hope will spur passage of pending legislation providing for reduction of the tax. Word of the plan was cabled to Motion Picture Export Assn. headquarters here yesterday by Frank Gervasi, Mediterranean manager.

Taxes range from 15 per cent in the 101 to 210 lira ticket price range up to 60 per cent or more in the top price brackets.

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc., has left New York for the Coast.

•

STEVE BROIDY, president of Allied Artists, returned from Europe at the weekend. NORTON V. RITCHEY, president of A.A. International, will return in a few days.

•

ARNOLD M. PICKER, vice-president of United Artists in charge of foreign distribution, has returned to New York from London via B.O.A.C.

•

WALT DISNEY and MRS. DISNEY are scheduled to arrive in London from New York on June 24. They will attend the world premiere in Dublin of "Darby O'Gill and the Little People."

•

NED CLARKE Buena Vista foreign sales manager, has returned to New York from Europe.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and SIMON B. SIEGEL, financial vice-president, are in Detroit from New York.

•

RUDY NORTON, Imperial Pictures' branch manager in Cleveland, has left there with MRS. NORTON for the Coast.

•

ROBERT DORFMAN, Buena Vista exploitation manager, has returned to New York from Toronto.

•

EMERY WISTER, amusement editor of the "Charlotte News" and correspondent there for MOTION PICTURE DAILY, has arrived in Hollywood from the Carolinas. He will vacation in Hawaii before returning East.

•

ROBERT BOSTICK, vice-president of National Theatre Supply Co., with headquarters in Atlanta, has returned there from Memphis, where he attended a dinner given in honor of COLEY BROWN, who has retired after 42 years with the company.

•

JAMES STEWART MARCOM, art director of Radio City Music Hall, has left here for a vacation in the British Isles, France and Italy.

•

CHARLES TUCKER British talent agent, has returned to London from New York via B.O.A.C.

•

FRANK PETRAGLIA, Buena Vista publicist, has returned to New York from Omaha, Salt Lake City and Milwaukee.

Quality Releases Seen Near

(*Continued from page* 1)

distribution for the year following a visit to Hollywood studios last March, the release list revised as of May 25 shows 36 such pictures will be available during the period.

The AB-PT vice-president said he regards the Labor Day to Christmas period as the most critical for exhibitors and the one for which orderly distribution is of the greatest significance. It is not only the longest so-called "orphan period" unless quality releases are made available in sufficient quantities, he pointed out, but it also corresponds with the return of the top television programs to the air; the reopening of schools and other adverse attendance factors which only the availability of strong releases can overcome.

Hyman said that while admittedly there are weak spots in the May-June release period, he does not regard the current film supply as critical. "Rather," he said, "it is comparable to the product supply for the same time last year."

'Substantially' Ahead of 1958

For the past four weeks, he said, business on weekends in particular has been "substantially" ahead of the like period last year. The result is that business for the second quarter should run ahead of the 1958 period.

His up-dated release schedule for the period from June 1 to Dec. 31 showed changes in every company's listing with the exception of United Artists and Buena Vista. Most of the changes represented additions to the earlier scheduled lists. However, Hyman said he does not consider number of releases to be important. Quality is the most important consideration.

In this connection, he noted that "all nine distributing companies are now dedicated to the production of quality pictures and this is the first time in years that the industry has been so fortunate."

Reporting on last week's meeting of AB-PT northern affiliates at Kiamesha Lake, N. Y., Hyman said messages from all distributors had been delivered to the conference promising cooperation in the form of quality releases for the September to January period, during which AB-PT affiliates will stage elaborate business promotion efforts.

Campaign Plans Exchanged

Representatives of each AB-PT area described the campaign plans made for the four-month business drive period. The campaign plans were exchanged among representatives so that each will have the benefit of the planning of all the others.

In addition, Hyman said, each representative on his return to his territory will arrange for local and regional meetings to which all exhibitors in the territory will be invited, and the product information and showmanship campaigns will be shared with them. In all, about 15 such meetings will be held across the country, the first in Detroit this week, to be followed by one in Boston on June 15.

Hyman said he would attend about half the meetings.

Hamid Sells Five A.C. Theatres to Smith Mgt.

Special to THE DAILY

ATLANTIC CITY, June 1.—George Hamid has sold five of his theatres here to the Smith Management Company, of Boston. The deal reportedly involved in excess of $1,250,000.

The theatres sold were the Hollywood, Center and Shore, all on Atlantic Avenue, and the Roxy and Virginia, both on the Boardwalk. Hamid retains control of the Warren Theatre, a legitimate house, and the Steel Pier, an amusement center.

James J. O'Brien, 58

BOSTON, June 1. — James J. O'Brien, for 29 years business representative of Local 11, IATSE, died at Varley Hospital here at the age of 58.

'Hot' $38,095 in Ninth

United Artists' "Some Like It Hot" continued its record setting pace at the Loew's State Theatre here, with a big ninth week gross of $38,095.

Navy-Style Premiere

(*Continued from page* 1)

government, with emphasis on the Navy Department will attend the gala opening, which will be marked by parades and theatre-front activity featuring the Navy Band. The film will open the same night also at the S-W Ambassador.

Dina Merrill, who stars with Lewis in the comedy, will be hostess at the premiere of the Hal Wallis production.

Book 'Say One for Me'

"Say One for Me," starring Bing Crosby, Debbie Reynolds and Robert Wagner, will be the next attraction at the Paramount Theatre here. The 20th Century-Fox release follows "Woman Obsessed."

Mrs. Pickering Dies

BOSTON, June 1. — Mrs. Anne Pickering of Lexington, Mass., wife of Don Pickering, head of the stage and drapery departments at Capitol Theatre Supply here, died suddenly last week.

Want Able and Baker 'Mysterians' Promotion

Taking advantage of the fro news, Ernest Emerling, Loew tres vice-president in charge vertising and publicity, yester the following wire to Brigadi eral John A. Barclay, Comm General Army Ordnance Missil mand, Cape Canaveral, Fla.

"Since monkeys Able and seem to have all necessary q tions for motion picture press am prepared to offer five l dollars for two weeks nation of Loew's theatres on bel MGM's new science fiction spa 'The Mysterians'."

Big Magazine Camp For MGM's 'North

M-G-M has scheduled a la vertising campaign for Alfred cock's "North by Northwest" at more than 40,000,000 sub and readers of 18 national a magazines.

Keyed to the July 4th releas picture, full page and special advertisements have been p and set for summer issues *McCall's, True, Look, Cosmo Redbook, The Saturday Eveni Seventeen, True Story, Screen, Screen Stories, Movi Movie Stars-TV Close-Ups, Picture, Movieland, Photoplay World* and *Silver Screen.*

Para. Stockholders To Meet Here Toda

Barney Balaban, president mount Pictures, today will pr the annual meeting of the sto ers of the corporation at the office scheduled to get und at noon.

NEW YORK THEA

RADIO CITY MUSIC HA
Rockefeller Center • Ci 6-4600
DAVID SHIRLEY GI
NIVEN MacLAINE YOU
In "ASK ANY GIRL"
From M-G-M In CinemaScope and METROCO
and GALA NEW STAGE SPECTACLE "CAMERA HO

LET FILMACK MAKE YOUR SPECIAL TRAILERS
1327 S. Wabash CHICAGO, ILL. filmack

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors, Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Ro Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vi dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single cop

PEOPLE

ey P. Solow, vice-president of idated Film Industries, has named chairman of the 1960 Picture Permanent Charities ign. He succeeds **James Stewart,** as been chairman for the past ars.

□

ph B. Phillips of Alexandria, ho has been director of in- on for the North Atlantic Organization, with headquar- Paris, has been appointed as- to the European director of the Information Agency, effective He succeeds **William L. Clark** shington, D. C., who will go don as USIA public affairs of- eading the information agency's es in Great Britain.

□

ge A. Mason, manager of the Theatre, Buffalo, has resigned ore than 35 years in the ex- field of upstate New York. moving to Florida, where he gage in activity outside the . Succeeding him at the Cen- ll be **Charles E. Funk** of Pitts-

□

Ryan, theatre manager for the e Amusement Co., Walla Wal- h., has been named city man- r the circuit there.

□

Willson has announced the e dissolution of his associa- h **Charles Feldman** and Fam- ists Agency, Los Angeles, ef- July 1, at which time he will Henry Willson Enterprises move into his own offices in Hills, operating as artists rep- ve and manager and packager rical feature product and tele- ilms.

□

Aronne, formerly in inde- exhibition as lessee of the bury Theatre, Glastonbury, as been named manager of Theatre, Hartford.

□

Rubinsky, independent circuit in Eastern Pennsylvania, his 30th anniversary as a film by offering two-for-one ad- at his Uptown Theatre, Phila- for a period of nine days sur- the anniversary date.

□

n E. Sackett, publisher of y, Ore., has purchased the Theatre, Oakland, Cal.

□

immerman, formerly manager arman Theatre, Philadelphia, anaging the Overbrook Thea- at city for **Ben Fertel.** The s adopted a new policy of old silent films.

Conn. MPTO 1959 Golf Fete Slated for Aug. 18

Special to THE DAILY

HARTFORD, June 1. — The MPTO of Connecticut will hold its annual golf tournament and outing at the Mill River Country Club, Stratford, Aug. 18. The 1959 co-chairmen are Harry F. Shaw, division manager, Loew's Poli-New England Theatres Inc., and B. E. Hoffman, Connecticut Theatres Inc.

Highlights include golf tournament, participants representing distribution and exhibition from key Atlantic Seaboard states, and trophy dinner, featuring prize awards.

Committees Named

Arrangements committee consists of James A. Bracken, Stanley-Warner Theatres; Robert M. Sternburg, New England Theatres; Albert M. Pickus, owner, Stratford Theatre, Stratford, and TOA executive committee chairman; John Perakos, assistant general manager, Perakos Theatre Associates; Lou Brown, ad-publicity manager, Loew's Poli-New England Theatres, who is secretary; Samuel Weber, Rosen Film Delivery Service, treasurer; and attorney Herman M. Levy, general counsel, TOA, and executive secretary, MPTO of Connecticut.

Distributors committee co-chairmen are Irving Mendelsohn, UA, and Henry Germaine, Paramount. Weber is handling advance reservations.

L.A. Department Store To Honor UA 40th Year

From THE DAILY Bureau

LOS ANGELES, June 1.—Bullock's large downtown department store here will honor United Artists' 40th anniversary with exhibits featuring hundreds of items pertaining to UA's past. These will be put on display in 16 windows, the Florentine Room and in other major areas of the store from June 15 to 27.

Emphasis will be placed on UA's current and forthcoming releases. Stars from UA films make personal appearances at the store promoting their films.

Bronston Names Gillin

Samuel Bronston has named Don Gillin as producer's representative for his independent motion picture "John Paul Jones," which will be distributed by Warner Bros. Gillin, who will supervise sales activities for Bronston's organization, has been a sales executive with Warner Bros., Universal Pictures, and more recently, vice-president and general sales manager for Sol Lesser Productions.

Zinnemann to Tour

Fred Zinnemann will leave Hollywood on a 12-city coast-to-coast tour in behalf of Warner Bros.' "The Nun's Story" which he directed. The tour, during which he will meet the press and make television and radio appearances, will start in New York, where the film will open after mid-June at the Radio City Music Hall.

Buy Buffalo Drive-In; Plan Modernization

Special to THE DAILY

BUFFALO, June 1. — The Buffalo Drive-In theatre has been purchased by a trio of local business men from Cleveland interests for $250,000, according to an announcement by John J. Nasca, one of the purchasers. He said the local group plans to spend $50,000 to modernize the 1,000-car drive-in.

The other purchasers are Louis Battaglia and Anthony Ragusa. The theatre, located on a 21-acre tract between Genesee Street and Maryvale Drive, was acquired from a Cleveland group, headed by Arthur Wintner. The modernization program will include a wide-screen and installation of a new marquee and ticket booths.

'Bush' in Paper-Back

HOLLYWOOD, June 1. — The novel, "The Bramble Bush," basis of Milton Sperling's forthcoming production of the same title for Warner Bros. release, goes on sale this week in a paper-back Bantam Books edition. The initial printing of 1,000,000 copies is reported to be the largest in Bantam history.

'Life' Sets Record in Chicago: $300,000

Universal - International's "Imitation of Life" broke all attendance and gross records in its 10-week run at the 38-year-old Roosevelt Theatre in Chicago where it originally had its world premiere, David B. Wallerstein, president of Balaban and Katz, has informed Universal general sales manager Henry H. Martin. The gross was reported as close to $300,000.

Charlotte Wompis Will Install New Officers

Special to THE DAILY

CHARLOTTE, N. C., June 1.—Installation of 1959-60 officers of the Charlotte Wompi Club will be held Friday, June 19, in the Chez Lamour Restaurant.

Miss Betty Beatty, the president, has been elected to another term. Rebecca Hunter will take office as first vice-president; Blanche Carr, second vice-president; Hazel Greer, recording secretary; Myrtle Parker, corresponding secretary, and Mack Wess, treasurer.



Berlin And Its Film Festival Are Well Worth the Trip

QUIGLEY PUBLICATIONS

IN THE SERVICE OF THE AMERICAN MOTION PICTURE INDUSTRY THROUGHOUT THE WORLD FOR 44 YEARS

MOTION PICTURE HERALD

Foremost business weekly of the American motion picture industry . . . intensively national, extensively international in scope and circulation.

Better Theatres --- original and most authoritative publication devoted to the physical theatre, issued monthly as a section of the Herald.

Better Refreshment Merchandising --- monthly section of the Herald devoted to theatre vending, originating in a refreshment news department installed in the Herald in 1930.

MOTION PICTURE DAILY

Providing the industry with immediate spot news coverage, fully --- and accurately --- with a typographical scheme for easy finding, easy reading.

International MOTION PICTURE ALMANAC

Who's-Who and statistical annual of the motion picture industry, widely used within the industry, by the press and by research organizations in the U. S. and abroad.

International TELEVISION ALMANAC

Statistical annual of the television and radio industry --- a complete reference book on its companies, activities, personalities.

FAME

Annual audit of personalities of motion pictures and television in the U. S. and Great Britain, presenting the monthly and annual motion picture Box Office Champions.

ıvis in Plea

(*Continued from page* 1)

spoke of the ease with which n films could be imported and ted in this country. All films in on equal terms, he said, and ank Organisation welcomes the product for its theatres from any f the world. The Rank Organ- would be glad of the oppor- of helping the German film ry at any time, he said. is offered facilities regarding he referred to as "back office to help keep the Germans' down. He hoped that this as- e of friendly collaboration help to further the important ıge of films.

Entertainment' Uppermost

final acceptance of a film, how- ıe concluded, must be whether ntertainment to the people in rritory in which it is shown. ıur Watkins, president of the Film Producers Association, ıid tribute to the German film y. He then pointed out that the tion must realize that in this y there was no sales resistance man films, no barrier artificially . Good product now is short; cinema these days wants good The heart of the matter, he s, is successful dubbing into h. Receipts from subtitled films nsiderable; to break into the ney, it is essential to dub. too, urged the Germans to in here and set up a flag for ndustry in London. There are n stars, a number of them of tional calibre, and if German were basically acceptable here Germany would expertly dub the theatres of the U.K. would ne them.

German Official Replies

ying, Dr. Leitreiter, in charge affairs at the German Ministry nomics, said that Germany's r of economics had referred film as "the business card of n," and he thought that there not be a better place in the o leave such a business card ith the Rank Organisation. essing appreciation of the ad- iven, Dr. Leitreiter said that some disappointment at the of some aspects of the actual nce, they were leaving with a that they had established and friendly relations, and expect assistance and co-op- from the British industry. attending the luncheon, in ad- to Rank executives, were offi- the Board of Trade and For- ffice. The delegation had been don for talks on the possibili- a wider distribution of German the U.K.

es' Gross $21,934

ed Artists' "Alias Jesse James" up a $21,934 gross for its sec- ek at the Astor Theatre here, ing a two-day holiday week- ss of $9,991.

Ohio Sunday Law

(*Continued from page* 1)

the House Judiciary committee on a bill by Rep. Paul J. Lynch, Columbus Democrat, to revamp the law and on a measure by Rep. Robert Taft, Jr., a Cincinnati Republican, for outright repeal. First hearing was set for 8 P.M. Wednesday.

Will Take Action Now

Speaker James A. Lantz, Lancaster Democrat, said the House will begin work at once on either modifying the statutes or repealing them. Gov. Michael V. DiSalle said he prefers the Sunday-closing laws "with reasonable exceptions" but if this proves difficult to do, then he favors outright repeal.

Beatus Dies

(*Continued from page* 1)

gan in 1912 when he became treasurer for the old Yorkville Theatre in New York. He later served in managerial capacities for theatres in Brooklyn, Denver and Toronto, Canada.

To New York in 1928

In 1928, following a ten-year stint as manager of Loew's Palace Theatre in Washington, Beatus was transferred to New York as a division manager for the metropolitan area, a post he held until his retirement in March, 1952. Beatus is survived by his wife, Ida, and his two sons, Lawrence, Jr., and Howard L. Beatus, all residing in New York.

Exhibitors Must See

(*Continued from page* 1)

paign planned by Fox." As a result, Harrison added, he has withdrawn the picture from August release to permit more time for a massive campaign buildup.

"Blue Denim" is taken from the Broadway stage success, dealing with teen-age actions and attitudes. It was produced by Charles Brackett and directed by Philip Dunne. Carol Lynley, Brandon De Wilde, MacDonald Carey and Marsha Hunt are starred.

Colgate-Palmolive Signs For Ed Sullivan, Mason

The Colgate-Palmolive Company, in what is described as one of the biggest annual contracts in television history, $12,000,000 in billings, has signed for full-hour alternate week sponsorship of two top CBS Television Network programs—"The Ed Sullivan Show" and "Perry Mason" —starting in October. Announcement of the sponsorship was made here yesterday by Edward H. Little, chairman of the board and president of Colgate-Palmolive, and Louis G. Cowan, president of CBS Television.

In signing this contract Colgate becomes the first company to sponsor hour-long shows on a regular basis on both Saturday and Sunday, two of the peak viewing nights of the week, it was pointed out.

Television Today

Meet Big Demand for Videotape Recording

By SAMUEL D. BERNS

HOLLYWOOD, June 1. — The growing interest here in videotape recordings has inspired one group to form Video Tape Mobile Productions, Inc., and the Acme Laboratory to revamp its facilities to service producers of videotape shows with duplicate tapes and transfer tape-to-film for screenings, where videotape viewing poses a cost and equipment problem. Acme's service will become available today.

Videotape Mobile Productions is building two mobile units for rental at a base cost of $1,000 per day for minimum equipment consisting of two cameras, and one Ampex video tape recorder. Cost of minimum crew required is estimated at $500 per day. Each of the trucks, based in Hollywood, will have four camera chains.

Unit Ready in July

The mobile units, being built by Dave Carson, vice-president of Crown Coach Company, will be ready in July. Others associated in this venture are Hank Gilbert, Alan Stensvold, William Kayden and Irving Atkins. The latter two are producer and executive producer, respectively, of John Guedel's Jack Linkletter show, "On The Go," which now employs a mobile VTR unit. "On The Go" is seen daily over CBS-TV 9 to 9:30 A.M. P.D.T.

U.K. Groups Form New TV, Screen Writer Guild

From THE DAILY Bureau

LONDON, June 1.—The British Screen and Television Writers Association and the Radio and Television Writers Association have been dissolved and formed into the Television and Screen Writers Guild. It is claimed the Guild represents 95 per cent of writers active in those fields and the aim of this new body will be "to obtain for British television and screen writers terms comparable to those long accepted in other fields."

Until the first general meeting to be held in the autumn a holding committee has been appointed from the executive of the two dissolved bodies. The members are Howard Clewes, Bryan Forbes, Carl Foreman, Frank Launder, Dudley Leslie, Paul Tabori, Leigh Vance, Gordon Wellesley, J. B. Williams, Zita Dundas, John Powett, Max Kester, Helen Lehmann, Philip Mackie, Cedric Wallis, Ted Willis, Sid Colin and John Lemont.

S. E. Honess has been appointed paid organizing general secretary and it is intended that the new Guild will shortly be affiliated with the Writers Guild of America, as was the old Screen Writers Association.

Shelton to NTA

(*Continued from page* 1)

NTA International offices in London. He will report to Vernon Burns, vice-president in charge of that operation.

Shelton is a veteran film executive who began his career in 1936 with RKO in Vienna. He later became associated with Lopert Films as general sales manager. He then joined Paul Graetz as vice-president in charge of distribution. Subsequently he became vice-president of Times Film Corp. and was in charge of U.S. distribution and theatre operations. He also was president of William Shelton Films, Inc.

Filming Starts on Three NTA Television Series

Two National Telefilm Associates television series started production this week, while a third show is set to begin filming in England the week of June 22, Mort Abrahams, NTA's director of creative film programming, announced.

Production of 13 new episodes for both "How to Marry a Millionaire" and "Man Without a Gun" began this week at the Hollywood studios of TCF-TV, the TV film division of 20th Century-Fox.

'Third Man' Starts Soon

"The Third Man," starring Michael Rennie, starts filming of 19 new episodes in England the week of June 22 at the Shepperton Studios of British Lion. This series is being produced by NTA and the British corporation on a co-production basis. Twenty episodes already have been filmed at the TCF-TV studios. Felix Jackson is the producer.

'Dennis the Menace' Set For CBS Debut Oct. 2

"Dennis the Menace," a new weekly comedy series bringing to life the famed cartoon character created by Hank Ketcham will make its debut on the CBS Television Network Friday, Oct. 2 (8:30-9:00 P.M., E.D.T.) under the sponsorship of The Kellogg Company. Six-year-old Jay North will play the title role. James Fonda will produce for Screen Gems, and executive producer will be Harry Ackerman.

Cagney to Promote UA Films on Sullivan Show

Scenes from James Cagney's two latest films for United Artists release, "Shake Hands With the Devil" and "The Gallant Hours," along with highlights from his most famous starring vehicles of the past, will be shown on the Ed Sullivan Show next Sunday in a salute to Cagney's 30th anniversary in motion pictures.

Exploitable Titles Stressed by Cory

By SAMUEL D. BERNS

HOLLYWOOD, June 1. — Newton P. "Red" Jacobs, president of Cory Film Corp., points to a bettering of the position with exhibitors of independent distributors through an increasingly supply of exploitable films backed by tested advertising and promotion.

Emphasizes 'New Faces'

Jacobs, now in the process of establishing a national association of franchised distributors for product to be released under his recently formed Cory Company banner, also called attention to the rising importance of the independent distributor as the development factor in bringing new faces to the screen. Fay Spain, Edd "Kookie" Byrnes, of TV's "77 Sunset Strip" fame, and the soon to be seen Anita Sands in "Diary of a High School Bride," an AIP film, are examples he cited of the recent vintage of players showcased in films being currently sold by independent distributors.

Cites 'Room 43'

The veteran distributor emphasizes the value of exploitable titles. His theory is that "a good title is worth 50 per cent of the box office returns," Jacobs suggested that the success of his current attraction, "Room 43," now in moveover engagements after a day-and-date opening week at San Francisco's Paramount and Oakland's Fox theatres was due to a change from the original title of "Passport to Shame."

Jacobs viewed the original title, which was used in its presentation in England and on the Continent, as limiting the audience as well as the opportunity of playing Class A theatres.

Trailer via Phone

Referring to the campaign used in connection with the film, Jacobs said the newspaper ads were made palatable without misrepresentation, and a special outer lobby device, consisting of four individual telephones which delivered an effective teaser trailer from the sound track of the film upon lifting the receiver to the ear, contributed largely to a box office payoff.

Warner Bros. Record Company will soon release the sound track theme music from the picture, Jacobs reported.

Three Films Coming Up

Among the films to be distributed by Cory Film Corp. are "The Rickshaw Man," starring Toshiro Mifune, star of "Roshomon," slated for Fall release, and a package program consisting of "Young Love" and "High School Caesar."

Paul Schreibman and Edmund Goldman are secretary-treasurer and vice-president, respectively, of the new company headed by Jacobs.

REVIEWS

Teenagers from Outer Space

Warner Bros.

The triple-threat effort of Tom Graeff, who wrote, produced and directed, this horror entry, will require hard selling. Fortunately, "Teenagers From Outer Space" is a highly exploitable title. While the story is no more far-fetched than the average science fiction thriller, its execution is not strong especially in respect to the performances of an unknown cast headed by David Love, Dawn Anderson, Harvey B. Dunn and Bryan Grant.

Love is one of a group of visitors from outer space who land on earth hoping to find breeding land for a lobster-like beast called the Gargon. Realizing that intelligent beings may inhabit the planet, Love breaks away from the group, pursued by Grant. Love meets Miss Anderson and her grandfather, Dunn, and a romance soon develops between the young couple. Grant is soon on Love's trail, however, carrying a ray gun capable of turning his victims into skeletons. A chase ensues in which Grant is finally overcome, but this still leaves the Gargon growing to gigantic size on the outskirts of town. Love rises to the task of wiping out the monster and his fellow space travelers, and in the attempt is himself killed.

It might be pointed out that the space visitors are closer to young adults than teenagers. Also the Gargon is not especially terrifying with the major shudders being supplied by the disintegration of humans into skeletons.

Running time, 85 minutes. General classification. Release, in June.

WARREN G. HARRIS

The Mirror Has Two Faces

Continental Dist.

HARTFORD, June 1

Two Gallic names and countenances long accorded accolades by the art film audiences of the U.S. are very much present and accounted for in this Franco-London Film, released under the Continental banner. Michele Morgan and Bourvil are the leads and they provide characteristically fine-grained portrayals, sensitive in mood, subtle in perception. The director, Andre Cayatte, is best known, perhaps, for "Justice Is Done" and "We Are All Murderers." Alain Poire produced.

The screenplay, by M. Cayatte, Gerard Oury, Dennis Perret and Jean Meckert (Herman G. Weinberg was responsible for English sub-titles) casts Mlle. Morgan as an ugly-duckling-wife, who, after plastic surgery, evolves as a striking beauty. This turn of events understandably causes complications in her domestic and romantic experiences, particularly in her relationship to M. Bourvil, taciturn, smugly aloof as her husband.

Essentially a woman's story, "The Mirror Has Two Faces" can be logically, appealingly sold to adult audiences.

Running time, 98 minutes. Adult classification. Release, in May.

A. M. W.

Top City, Navy Echelon On 'Jones' Committees

Eighty nationally prominent New Yorkers have joined the benefit committee for the world premier of "John Paul Jones," the Warner Bros. motion picture release opening June 16 at the Rivoli Theatre on Broadway, it is announced by the committee chairman, Rear Admiral John J. Bergen, U.S.N.R., former president of the Navy League of the United States.

Proceeds from the gala opening of the Samuel Bronston Production will go to the Scholarship Fund of the New York Council of the Navy League of the United States. Secretary of the Navy Thomas S. Gates, Mayor Robert F. Wagner and Fleet Admiral William F. Halsey are serving as honorary chairmen.

The members of the benefit committee include three vice-chairmen; Vice Admiral Edward C. Holden, Jr., U.S.N.R., president of the Navy League's New York Council; Mrs. J. Truman Bidwell and W. Mahlon Dickerson.

Committee members are: Warren Ackerman, James F. Baldwin, Robert H. Barnum, Lyman G. Bloomingdale, Joseph F. Callo, Jr., Lewis L. Clarke, John A. Coleman, Israel Cummings, Enos Curtin, Charles A. Dana, Jr., Walter B. Devereux, Pierre S. Du-Pont III, De Coursey Fales, Frank Farrell, James P. Farrell, Irving Mitchell Felt, Royce N. Flippin and Albert Francke.

Also, Judge Louis Goldstein, Peter Grimm, Walter S. Gubelmann, A. Brooks Harlow, George A. Heinemann, Stanley C. Hope, Ralph T. Horgan, William E. Hutton, I. Robert Kriendler, George M. L. LaBranche, Jr., Robert Lehman, Walter B. Levering, August C. Long, Edgar F. Luckenbach, Jr., and Alexander B. Lyon, Jr.;

Also, Jay-Ehret Mahoney, John N. Matthews, William W. Myrick, Donald N. McDonnell, States Mead, Edwin M. Ost, Jr., David C. Patterson, Richard Paynter, H. Stuyvesant Pierrepont, Robert Proddow, Jr., Cornelius, J. Reid, George Emlen Roosevelt, Laurence S. Rockefeller, Thomas R. Rudel, Robert S. Salant, John J. Schieffelin, A. Charles Schwartz, Dale E. Sharp, Lawrence W. Snell, Donald S. Stralem, David A. Stretch, William Stuhr, Patrick A. Sugg, Patrick J. Sullivan, Robert S. Taplinger, John W. Walters, Richard West and William H. Wright.

'Horse' Opens June 26

The New York premiere of United Artists' "The Horse Soldiers" will be held at the Astor Theatre, June 26.

Drop Film Reference i Ohio 'Obscene' Bill

Special to THE DAILY

COLUMBUS, O., June 1. — of an anti-obscenity bill cal fines for exhibiting "films whic be considered partly obsce been dropped from a measur Ohio House of Representativ

Its sponsor is Rep. James lins, Greenfield Democrat. Th aimed chiefly at obscene li photographs and drawings.

Cleveland A

(*Continued from page*

neither obscenity nor immo the samples of theatre ad submitted as evidence.

The legislative committee further it has jurisdiction onl the city of Cleveland and ha thority to act in the surburb where most of the theatres cated. The hearing was requ Councilman Robert Denneril, declared "some of the adver pictures constitutes a threat and can best be described mercial obscenity."

Louis Weitz Heard

Louis Weitz, executive sec the Motion Picture Council er Cleveland, representing sequent run theatres, advi council legislative committee industry is subject to an ind vertising code. He also poi that newspapers can refuse any copy, which in their o obscene.

Coast Publicist Un Elects Dan Thoma

From THE DAILY Bur

HOLLYWOOD, June 1. Thomas, of Universal - Inte was reelected president of licists Association, IATSE L for another year, it was a today following counting ballots.

Other officers are Ed Fis lumbia, first vice-presider Jones, Disney, second vice-p Barbara Best, independent, Roy Metzler, 20th Century-F urer; Frank Neill, 20th Cen and Larry Jonas, CBS, trus

The newly-elected officers installed at the association's ship meeting June 15 at th velt Hotel.

Coast Film Counci

(*Continued from page*

vertisers, is a monopoly whi competition from a new a kind of television service, na office television."

Assembly bills 2438 and 2 to protect commercial te present monopoly from the tion of box office television, ners.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

85. NO. 105 NEW YORK, U.S.A., WEDNESDAY, JUNE 3, 1959 TEN CENTS

...e-Day Conclave

...B Sets Big ...les Meet on ...ast June 17

...Since 'Centralization'; ...rner to Make Keynote

...y SAMUEL D. BERNS

...LYWOOD, June 2.—The first ...ional sales convention ever to ... at the Warner Studio has been set for June 17 through 19. Jack L. Warner, president of Warner Bros., is expected to make the keynote address.



... Warner

Presiding at the meetings will be Benjamin Kalmenson, executive vice-president, ...olfe Cohen, president of War-

(Continued on page 2)

...ey Named UA-TV ...west Manager

... F. Delaney has been named ...st division manager of United ...Television, Inc., it was an... by Bruce Eells, executive ...ident of UA-TV.

...y has just resigned from ABC ...nc., where he was Eastern ... manager. His headquarters ...n Houston, Tex.

...o his association with ABC

(Continued on page 4)

...n V.C. Award Fete ...tor Hotel Here

...eservations exceeding expec... ...he Heart Award dinner of ... York Variety Club Tent 35 ...23 has been moved from the ...otel to the Grand Ballroom

(Continued on page 4)

...SION TODAY—page 4

Schine Asserts District Court Correct In Ejecting Anti-Trust Damage Suit

By J. A. OTTEN

WASHINGTON, June 2.—Schine Chain Theatres, Inc., told the Supreme Court that a Federal District Court was absolutely correct in throwing out a $370,566 anti-trust damage suit brought against Schine by a Rochester, N. Y., exhibitor.

The suit, brought by the Webster Rosewood Corp. and charging a monopoly of first neighborhood-run films, was dismissed for insufficient evidence by both a district and circuit court. Webster-Rosewood has now appealed to the high court.

Schine told the court today that the trial judge was right in ruling that

(Continued on page 2)

Larson Named 20th-Fox Omaha Branch Manager

Frank P. Larson, Jr., former salesman for 20th Century-Fox in Salt Lake City, has been promoted to manager of the company's branch in Omaha, it was announced here yesterday by Alex Harrison, general sales manager. Larson succeeds Herman Hallberg, who has resigned to accept an executive position with the Cooper

(Continued on pege 3)

Moskowitz Retires from Loew's Theatres' Post

Harry Moskowitz has retired as chief of Loew's Theatres' construction and maintenance department, a post he held for many years. His duties will be assumed by Theo Jung, formerly his assistant.

Moskowitz joined Loew's in 1924. An engineer, he was responsible for the construction of company theatres,

(Continued on page 4)

Para. Stockholders Acclaim Balaban

A tribute unique in management-stockholder relations in this and other industries was paid Barney Balaban, Paramount president, when a stockholder took the floor at the company's annual meeting at the home office yesterday to tell Balaban that he has "the respect and affection of your stockholders. You are unique among corporation executives," the holder added, to the accompaniment of spirited applause from other stockholders in the well filled meeting room.

Disney Names Berman European Sales Manager

Julian D. Berman has been appointed European general sales manager of Walt Disney Productions, effective immediately, succeeding Michael Havas, who resigned.

An international film sales executive with M-G-M for more than 30 years supervising offices in several European countries as well as Cuba, Uruguay, Japan, China and the Philippines, Berman joined the Disney organization earlier this year as assistant European general sales manager. The executive will make his headquarters in Paris.

S.C. Theatres Still Under Sunday Ban As Swimming Pools Permitted to Open

Special to THE DAILY

SPARTANBURG, S. C., June 2.—Latest development in the controversy over Spartanburg's "blue laws," touched off about a month ago with the arrest of theatre operator Claude Rumley when he opened his Fox Drive-In on Sunday, was an about face by Sheriff B. B. Brockman, who previously had asserted that he would "enforce all of the laws on the books."

Over the weekend, Brockman announced that swimming on Sunday is legal after all — even if a fee is charged. The statement has reference to a private lake and a state-operated swimming pool here. Theatres are still under the ban.

"The new ruling," the sheriff explained, "is the result of a decision handed down by the county attorney."

As previously reported in MOTION

(Continued on page 4)

'Holders Told

No Limit Put By Paramount On Production

Balaban Says Company Is Seeking Increased Slate

Concurrently with its recently announced program for acquiring and developing important production talent and material, Paramount is constantly encouraging its studio to develop material that will justify an increased production schedule, Barney Balaban, Paramount president, told the annual meeting of stockholders at the home office yesterday.



Barney Balaban

"It is perfectly clear," Balaban said, "that increasing our volume achieves cost reductions through spreading overhead and distribution costs. But entirely apart from this consideration

(Continued on page 5)

Para. May Diversify Outside Show Business

Paramount Pictures is considering diversification outside the entertainment industry for the first time in its history, Barney Balaban president, told the company's annual meeting of stockholders yesterday.

"While in the past our diversifica-

(Continued on page 5)

All Para. Directors Are Re-Elected at Meet

All directors of Paramount Pictures Corp. were reelected at the annual meeting of company stockholders held at the home office yesterday.

The directors are: Barney Balaban, Y. Frank Freeman, A. Conger Goodyear, Stanton Griffis, Duncan C. Harris, John D. Hertz, Earl I. McClin-

(Continued on page 5)

PERSONAL MENTION

HERMAN M. LEVY, general counsel of Theatre Owners of America, will leave here tomorrow aboard the "Constitution" for a two-month business trip to Europe.

•

MILTON E. COHEN, United Artists Eastern and Canadian division manager, is in Montreal from New York.

•

CHARLES ROSENBLATT, vice-president of International Film Distributors, Inc., will leave New York today for South America.

•

MELVIN J. EDELSTEIN, NTA International general manager for Latin America sales, will leave here today for an extended trip to 12 countries of Central and South America.

•

NORMAN ROSEMONT, vice-president of Alfred Productions, returned to New York yesterday from Paris.

•

NORMAN BARNETT, of Barnett International Forwarders, will leave New York today for Europe.

•

ARTHUR GREENBLATT, Allied Artists special sales representative, was in Atlanta from New York.

•

FREDRIC MARCH will return to New York from London today via B.O.A.C.

•

ANN LO BELLO, secretary to ROGER BARNETT, manager of the "Good Housekeeping" motion picture advertising department, will be married Saturday in Bayonne, N. J., to ANTHONY PIPITONE.

•

RAMONA WELSON, secretary to NAT BARACH, branch manager for National Screen Service in Cleveland, has returned there from Nashville.

•

SAMUEL I. SAFENOVITZ, owner of the Yale Theatre, Norwich, Conn., and MRS. SAFENOVITZ have announced the engagement of their daughter, PHYLLIS, to LOUIS LAMBERT, of Riverdale, N. Y.

•

JAMES DONALD, British actor, returned to London from New York this week via B.O.A.C.

•

ELLEN RENEE SILVERSTONE, daughter of EMANUEL SILVERSTONE, vice-president of 20th Century - Fox International, was married at the Hotel Pierre here on Sunday to RICHARD M. HAMMER.

•

EDWARD SMALL, producer, has returned to Hollywood from New York.

•

ROY BROWN, of the Roy Brown Booking Service, Portland, Ore., has left there for a vacation in Hollywood and other California cities.

•

GENE KELLY, who was one of the judges at the Cannes Film Festival, will return to New York today from France, and will leave here shortly for the Coast.

•

MARGO BARTKO, receptionist for M-G-M in Cleveland, has left there for a vacation in New Orleans.

•

ROSEMARY DE CAMP left here for London yesterday via B.O.A.C.

WANTED-NEW CUSTOMERS!
Young fella with 39 years experience desires to service dollar-wise showmen with top-quality...
SPECIAL ANNOUNCEMENT TRAILERS
at cost no higher than you now pay
Let the Prize Baby prove his superiority
Your satisfaction will be long-lasting
NATIONAL SCREEN SERVICE
TOPS IN TRAILERS!

Schine Action

(*Continued from page* 1)

the judgment in the government's anti-trust suit against Schine, on which Webster-Rosewood relied heavily, did not apply to this suit because different time periods were involved. But even if this weren't so, Schine added, the court found that the weight of the evidence brought forth by Schine rebutted the charges made by Webster-Rosewood. Accordingly, it said, the courts were correct.

The case involves no broad issues of law but only factual matters, correctly determined by the trial court, Schine declared.

Select 2 British Films For Festival at Berlin

From THE DAILY Bureau

LONDON, June 2. — Two British films submitted to the Berlin Festival authorities by the British Film Producers Association have been selected for screening at the Festival, which takes place between June 26 and July 7. They are Rank's "Tiger Bay," the Julian Wintle-Leslie Parkyn production produced by John Hawkesworth, directed by J. Lee-Thompson and starring John Mills; and the Ealing Film, "The Siege of Pinchgut," produced by Michael Balcon, directed by Harry Watt, starring Aldo Ray and Heather Sears, and distributed by AB-Pathe.

'Jane' Preview Set As Benefit for Boy Scouts

A special preview of Columbia's "It Happened to Jane" will be held at the Odeon Theatre here on June 15 for the benefit of the Greater New York Councils of the Boy Scouts of America, it was announced jointly yesterday by Allan Johnson, general manager of Saks Fifth Avenue and chairman of the general merchandise division of the 1959 finance campaign, and Paul N. Lazarus, Jr., Columbia Pictures vice-president.

Believed to Be a 'First'

This is said to mark the first motion picture screening ever staged for the benefit of the Boy Scouts in New York. Tickets are now being sold by more than 100 prominent merchandise executives as the General Merchandise Division's contribution toward the $1,185,800 campaign goal to provide program services and facilities for New York City's 123,000 Cub Scouts, Boy Scouts and Explorers.

'Mysterians' Campaign Outlined by Loew's

Intown and division managers of Loew's Theatres attended a screening of M-G-M's "The Mysterians" at the Sheridan Theatre here as the first step in executing an especially planned exploitation campaign for the picture, which starts a saturation booking on July 1, coupled with "Watusi."

Highlights of the campaign will be a four-week tie-up with "Sonny Boy" chocolate drink on New York TV stations, and prizes to managers for the best "do it yourself" lobby displays. The TV campaign will expose "The Mysterians" to an estimated 137 million viewers, it was emphasized by Terry Turner, in charge of exploitation for the producer; Hugh McKenzie, "Sonny Boy" executive; and Bernie Serlin, of the M-G-M home office.

Start Installation of 'Smell-O-Vision' Process

Special to THE DAILY

CHICAGO, June 2. — Technicians of the Michael Todd Co., under the supervision of Swiss inventor Hans Laube, will begin this week to make the installation for the first showing of Michael Todd Jr.'s "Scent of Mystery" in the new process, "Smell-O-Vision," at Todd's Cinestage Theatre here. The completely electronic equipment will be used first in late July, when a test showing has been arranged for film exhibitors and newsmen.

"Scent of Mystery" is now being filmed on locations in and around Malaga, Spain. It will be the first motion picture in which simulated odors accompany the action on the screen.

WB Sets M

(*Continued from page* 1

ner Bros. International Corp., attend, as will Charles Boasbe general sales manager. The meeting is the first to be held company since it centraliz greater part of its operations West Coast.

Warner sales executives fr rope, South America and Jap be among the delegates to t vention. A number of field re atives will also attend, as members of the New York of

New Film Started; Now in Work on C

From THE DAILY Bureau

HOLLYWOOD, June 2. — tion continues at a steady pa one picture starting this we two completed, bringing the 35 in production.

Started were "Women Confi (an Imperial Picture for Unit ists release). Completed were: sus and the Golden Horde" can International Pictures (r and "It Started With a Kiss" Production for Metro-Goldwyn release).

Make Deal for 'Rema

HOLLYWOOD, June 2.—C Pictures has concluded a de Schulberg Productions for Bridge at Remagen," screen ve Congressman Ken Hechler's hi account of the World War II at Remagen, it was announce by Samuel J. Briskin, Columbi president in charge of West Co dio operations. Budd Schulb currently working on the scr and Stuart Schulberg will p

'Golden Age' Proje

CLEVELAND, June 2.— Theatre Circuit is launching a Age project in six of its theatr ing membership cards upon re anyone aged 60 years or old sentation of the membership c titles holder to the privilege theatres' junior admission s all times. Participating theat the Mayland, Ezella, Madiso rain, Fulton, of Cleveland; Willoughby, and Berea, Berea.

Alert to 'Say' Ad

Redbook Magazine has mail graved cigarette lighters to eth Century-Fox's key executi alert them to the Fox adverti of "Say One for Me" in Jun *book*. The front of the lighter scribed "Twentieth Century-Fo you matchless support. . . ." Th side read "Say One for Me tised in *Redbook Magazine*."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club. ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Roc Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vic dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copi

ey's 30th Year in Films s Hollywood Tribute

From THE DAILY Bureau

LYWOOD, June 2. — The pital tonight paid tribute to Cagney on the date marking ginning of his 30th year in picture industry. A star- l party at the Screen Direc- uild followed the screening of 's 30th anniversary film, Hands with the Devil," hosted film's executive producers, Glass and Walter Seltzer. shown to the guests, and narrated by Robert Mont- , were clips from several of 's earlier films.

elect Hostess for liers' Premiere

Special to THE DAILY

EVEPORT, La., June 2.—A contest is now underway in s, Louisiana and Texas to e hostess for the festivities of rld premiere of "The Horse ," here June 16 and 17. The will entertain John Wayne and Holden, stars of the United release, along with scores of nt citizens and public figures. hostess will be selected on from among 20 finalists on ge of the Strand Theatre, he picture will bow.

Requirements Listed

ding to Edward H. Jackson, t of the Shreveport Chamber merce, and Leonard W. Phil- neral chairman of the pre- andidates for premiere hostess 18 or over, a resident of Ar- Louisiana or Texas, or a stu- a college in any of these The winner will be judged on arm, poise, graciousness, per- attractiveness and congenial-

Mayer Dies

al services will be held to- at 10:30 A.M. at the Univer- pel, Lexington Avenue and reet, for Jon Mayer, son of ayer, veteran Universal Pic- mpany New York film sales- o was killed in an automobile in Salt Lake City, on Satur- e family has requested no but asked that contributions e to the New York Variety Cancer Control Research and Rogers Memorial Hospital.

ook 'Pacific' Here

cial engagement of "South in CinemaScope will be pre- six RKO theatres in the New Metropolitan area starting lay, June 24. The theatres are ee, Brooklyn; 58th Street, an; Coliseum in Washington Fordham in the Bronx; White Plains, and Strand, away.

REVIEW:

The H-Man

Columbia—CinemaScope

FROM JAPAN COMES another horror saga, this one dealing with a mysterious jellied mass which is hungry for human flesh. Filmed in CinemaScope and Eastman Color, the Columbia release has all the ingredients followers of this genre of chill making are said to favor, thus assuring itself of profitable returns if properly exploited.

Set in present-day Tokyo, the Takeshi Kimura screenplay starts out as a cops and robbers melodrama, but soon proceeds to science fiction when a young thug literally vanishes into thin air, leaving his clothes on the pavement. Trying to track down the missing man, who is involved in a narcotics ring, the police question his wife, a beautiful night club entertainer. The girl is of no help to either the police or one of her husband's associates, who is also searching for the missing man. As the latter departs, he too disappears, attacked by a green shadow witnessed by the girl he has just left, who reports the incident to the police but is not believed.

A scientist, however, does believe the girl's story. Studying the effects of radiation on human beings, he has found that a nuclear explosion is capable of reducing a human being to a living fluid which must subsist on other human beings to survive. Just such a tragedy befell the crew of a ship in the area of an H-Bomb test, with the resulting horrible mass given the nomemclature of the "H-Man."

Naturally, following the execution of this brief outline, the remainder of "The H-Man" is dedicated to wiping out the threat to civilization, as well as rounding up the narcotics ring. The ring goes first, with practically every important member being eaten up by the H-Man, who is eventually destroyed by a gasoline fire ignited in the sewers of Tokyo.

Principal participants in these proceedings are Yumi Shirakawa, Kenji Sahara, Akihiko Hirata, Eitaro Ozawa, Koreya Senda and Mitsuru Sato. Perhaps because the dubbed dialogue has an oriental flavor, it is not as obvious as in some other recent Japanese films where the characters mouth almost perfect Americanese.

Directed by Inoshiro Honda, "The H-Man" moves moderately well, so that most horror fans will not notice that it often gets bogged down in irrelevancies. Judging from the attractive production mountings, the Japanese spent considerable effort on the project, and exhibitors here can not go wrong in giving it their best playing time this summer, when vacationers are looking for just such a chill.

Running time, 79 minutes. General classification. Release, in June.

WARREN G. HARRIS

Larson Named

(*Continued from page* 1)

Foundation Theatres, with headquarters in Lincoln, Nebr.

Larson started with Fox as an assistant shipper at the Salt Lake City branch in 1936, became a booker in 1943 and subsequently was promoted to a salesmanship in 1945.

In the almost two years that Hallberg managed the Omaha branch, revenue, sales and volume of bookings there achieved a new record. Hallberg started with Fox in 1945 as a poster clerk at its Indianapolis branch. A year later he advanced to booker and in 1947 he became head booker at that office. He was moved up to manager of the Omaha exchange in 1957.

Big 'Mysterians' Gross

LOS ANGELES, June 2. — "The Mysterians," MGM's science-fiction release, will gross an estimated $230,000 for seven days in 44 theatre and drive-in dates in this area. The saturation bookings opened May 27 and were highlighted by an extensive television spot campaign.

Wald Yields Castro Film

HOLLYWOOD, June 2. — Due to previous commitments with 20th Century-Fox, Jerry Wald has turned over all his rights to filming the life of Cuba's Fidel Castro to Malvin Wald and Dick Wilson, who are expected to put the story into independent production shortly. The team has complete independent financing for the film. No distributor has been set.

To Reissue Disney Films

HOLLYWOOD, June 2. — Buena Vista is reported to be making plans to reissue 15 pictures, the rights to which Walt Disney recently reclaimed from RKO Radio Pictures. The latter originally released the films.

Fire Guts Theatre

HONEY GROVE, Tex., June 2.—The modern 500-seat Grove Theatre here, owned by B. R. and Gordon McLendon of Dallas, was gutted by fire May 29. The loss was estimated at $125,000, according to Joe Jones, manager.

PEOPLE

William M. Webster, for the past five years manager of advanced development for the RCA semiconductor and materials division at Somerville, N. J., has been named administrative engineer on the staff of the vice-president, RCA Laboratories, RCA. He will make his headquarters at the David Sarnoff Research Center in Princeton, N. J.

□

R. L. McWilliams, formerly of National Theatre Supply Co. in Atlanta, and more recently with Bailey Theatres there, has relinquished his latest post to rejoin NTS as special representative in Tennessee.

□

Joseph Saunders, booker for American Theatres Corp. Boston will transfer in mid-June to Smith Management Co. as assistant to **Sam Saletsky,** head buyer and booker.

□

Nick Tumolo, Philadelphia publicist, has been named manager of the Savoia Theatre in that city.

□

Adam G. Goelz, manager of the Timonium Drive-in Theatre, outside Baltimore, who also manages the "Orioles" of the 9-12 minor league, has just completed a successful two-night benefit program at the theatre for the youngsters' baseball activity.

□

Leila Roy Collins, for many years with Universal Pictures in Atlanta, has joined Continental Pictures there as secretary to **J. V. Frew,** southern district manager.

□

Nat Warshaw, who has been with Stanley Warner Theatres in the Philadelphia area for 25 years, has been named manager of the circuit's Astor Theatre in that city.

aircraft: COMET 4!
(pure jet!)
flight: MONARCH
(de Luxe and First Class only)
frequency: NIGHTLY
(leaves New York at 9 p.m.)
destination: LONDON!
BOAC
reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg, Toronto.

Television Today

EDITORIAL

TV Code Goes Off Watch

WIDELY and with increasing insistence the question is being asked as to what is happening to the TV Code of the National Association of Broadcasters.

The clear and obvious answer is that what is happening is not good. Further retreat from both the letter and the spirit of the Code will leave the document a mere hollow shell serving no purpose other than a formal alibi to quiet the complaints of the uninformed.

Incidents and treatments in conflict with the provisions of the Code are multiplying at an increasing rate. The trend has gone on to a status which now is creating a new and different pattern with respect to what is being allowed in this sensitive into-the-home medium.

As an example of the trend, melodramatic subjects are being given touches of the sex and violence treatments which have blackened some of the newsstand paper-backs with the kind of reputation they deserve.

In a recent Ellery Queen program a girl whom the hero meets as a fellow juror in a murder trial promptly turns up as his mistress. All this is presented with great casualness just as if it were the common and accepted manner of behavior. The relationship, pointedly established between two sympathetic characters, had nothing to do with the story line but was just tossed in for obviously meretricious purposes.

Certainly it must be admitted that it is no easy task to deal with an occasional, individual incident of objectionable character. But when such incidents multiply to the extent of creating a pattern, those who are responsible for applying a Code which forbids such a pattern are obviously off watch. This, unfortunately, seems to be just what has happened. The high promise of the TV Code has become seriously blighted.

M. Q.

Name Delaney

(*Continued from page* 1)

Films, Delaney had been with Ziv Television Programs as the account executive working out of Houston; he had also been an account executive and with the advertising departments of the *New York Herald Tribune* and the *New York Post.*

S. C. Theatres

(*Continued from page* 1)

PICTURE DAILY, a countywide referendum on blue laws will be held July 14. Area theatre owners announced several weeks ago that they would operate on Sundays in defiance of the "blue laws," but with the arrest of Rumley and the decision of the Spartanburg County legislative delegation to provide a countywide referendum on the controversial matter, they have adopted a "wait and see" attitude, making no further attempt to operate on the Sabbath pending the outcome of the election.

Decca Dividend 25¢

Directors of Decca Records, Inc., yesterday declared a regular quarterly dividend of 25 cents per share on the company's capital stock, payable June 30 to stockholders of record June 16.

Senate Group Approves Hyde FCC Nomination

From THE DAILY Bureau

WASHINGTON, June 2. — The Senate Commerce Committee approved the nomination of Rosel H. Hyde to a new seven-year term on the Federal Communications Commission, starting July 1. The action still requires Senate approval, but this is expected without any difficulty.

Other members of the commission are Robert T. Bartley, Frederick W. Ford, Robert E. Lee and T.A.M. Craven.

V. C. Dinner

(*Continued from page* 1)

of the Hotel Astor. The larger quarters will also permit dancing.

A cocktail party for the stars of Broadway shows and producers will begin at 6:30 in the Coral Room. The dinner will be at 7:00. Big name personalities will be on hand to entertain.

Moskowitz Retires

(*Continued from page* 1)

office buildings and exchanges in the United States, London, Calcutta, Egypt, South Africa, Australia, South America and the Far East. He is a member of the Motion Picture Pioneers and numerous organizations, both in and out of the industry.

Musicians Will Receive Residual Payment Check

From THE DAILY Bureau

HOLLYWOOD, June 2. — John Tranchitella, president of Musicians Local 47, AFM, AFL-CIO, announced that he has begun distribution of the first residual payment checks to musicians for live television performances.

$4,350 from Academy

More than $4,350 in checks from the Academy of Motion Picture Arts and Sciences is being distributed from Local 47 for the telecast in Great Britain of the recent Academy Award presentations. All of the musicians, copyists and arrangers covered by the contract are receiving payments for the British exhibition.

Henry Fonda Will In New Western Se

"The Deputy," a new Wes venture series starring Henry will be telecast Saturdays, P.M. (NYT) during the 195 son on the NBC Television it was announced by Walter executive vice-president. NB vision Network. Co-starrin Case as the deputy, Clay McC series presents Fonda as Chi shal Simon Fry, who operate Prescott in the Southwest Territory of the 1880s.

Also co-starred are Walla and Betty Lou Keim in featur Fonda will star in some episc appear in key scenes in other

Form Greeson Asso

The formation of Stan Gre sociates with offices in New Y Beverly Hills was announced day by Stan Greeson, who firm will be concerned with management of artists in all p the entertainment world.

AROUND THE . . . TV CIRCU

with PINKY HERMAN

EVER SINCE the bold step taken by ABC (in association with Bros.) to bring to the channels "Adult" Westerns, ("Wyatt "Cheyenne," "Sugarfoot," "Maverick") the immediate success impe other nets to saddle along. Prognostications by Madison Avenoodn Broadwayfarers to the effect that this "horse opera" deluge was more than a passing phase in the TV firmament, not only has b soundingly disproved but rather new Westerns, per se, are being to the skeds all over the land. Which merely goes to prove that discovering what the motion picture industry knew all along. B and fundamentally that "cowboy n' Indian-cowboy rustler" or " robbers" pix, regardless of the plot or even lack of same, captu audience (men, women and children alike.) Newest to join the the wide open spaces will be an NBC-TV'er, "The Deputy," whi star Henry Fonda as Chief Marshal "Simon Fry" championing l order in the Arizona Territory in the 1880s. Kellogg's will be a sponsor of the program which will be telecast Saturdays in the P.M. slot. . . . C & G Film Effects has just completed an int 2-reeler on Ford Motor's safety devises. . . . The Harvey Sto back from Europe and Harvey CBSet for another "Ed Sullivan guestint. . . .

☆ ☆ ☆

The sound of a new word, "musifex" intrigued us so we ankle Sixth Ave. one day last week, turned left on W. 45th St. and "lif the fifth floor where we met E. Robert (Bob) Velazco, Prexy o fex, inc. (lower case, please). We learned that this enterprising not only provides a thorough "music of every type" service to t tion picture and TV industries, but Bob himself, is the son of the most talented organists in the country, Emil Velazco, with we cleffed many a song back in the days when Emil batoned at the Hotel Taft on Broadway and was credited with having la many a hit. . . . John Charles Daly, ABC-TVeep in charge of ne special events, flies to Tokyo and the Far East June 27 for a news ing jaunt. Don Goddard will pinch-hit for J.C.D. on his radio a newscasts. . . . . Hugh Downs' initial venture into the realm o wax is an Epic LP, featuring among the variety of musical sel one he wrote himself titled, "Right Back From Boot Hill." Item is for release end of this month. . . . Dapper Don deLeo, formerly f on the "Red Skelton Show" and currently associated with "Masq Party," has been signed for a role in the United Artists flicker, Anniversary," starring David Niven and currently being filmed East.

aramount Is Putting No Limit on Production

lent, Stories ing Sought, ys Balaban

(Continued from page 1)

primary objective to furnish hibitor customers with a suf- volume of box office attractions p the public coming back to heatres.

have placed no limitation upon roduction department with re- the acquisition of story mate- superior merit, the number of s to be produced, or the talent d in producing them."

Praises Freeman, Karp

an referred to the recent re- on of Y. Frank Freeman as f the studio and the appoint- f Jacob Karp to succeed him. d glowing tributes to both men oke of the most pressing prob- f production today.

a great degree," he said, "op- profits in our business depend ompany's success in producing stributing its share of 'block- ' We need them to make up number of pictures, some with ubstantial budgets, which do ract a sufficient audience to e more than marginal results. basic problem in producing ck-buster picture arises from ortage of such vital ingre- as great stories, popular stars producers, directors and writ- ce the availability of these s is limited, the urgency to this type of picture has in- the demand. As a result an increasing degree of par- n by talent in the box office This problem affects every y in our industry."

ts Ingredients of Success

an noted that neither the mere quality ingredients nor a high automatically assure a pic- success. "Frequently, a high picture that started out as an attractive package fails to justify its investment."

Despite the problems, Balaban said, "we should not lose sight of the fact that the world box office for American distributed films still provides an annual film rental of about one-half a billion dollars. The motion picture feature, whether on the theatre or television screen, is still the most popular form of entertainment in the world."

Balaban pointed out that "Paramount is about the only company in our industry that does not include television income from its film library as part of its normal operating revenue. It has been our consistent policy to report such income as "special income" apart from regular operations."

Paramount's earnings for 1958 and the first quarter of 1959 were reported earlier. Balaban declined to predict future earnings but noted that a "good start" has been made and said he expects this year's results to be favorable.

Foreign Revenues Rise

He said that while domestic income for 1958 dropped in comparison to the previous year due to the "phenomenal" business done by "The Ten Commandments" in 1957, foreign revenues showed a slight increase for 1958 as compared with 1957. "This again was due to 'Ten Commandments' which was only beginning to gather momentum abroad during 1958. We believe that the present trend in our foreign business will continue through 1959 as increasingly wide foreign distribution of 'Ten Commandments' takes place," he said.

Balaban, in answer to a question put to him after the meeting, said that "Ten Commandments" gross to April 1 approximated $35,000,000 and the company expected it to gross another $25,000,000 in the next two and one-half years.

Commenting on the outlook for disposition of Paramount's post-1948 library to television, Balaban said: "Except for a few multiple station markets where the play-off is necessarily much faster, it would seem that the supply of pre-1948 film would last for another two or three years or possibly longer. Under these circumstances it would be premature to give this matter serious consideration at this time.

"As the supply of pre-1948s diminishes, we can expect that television's demand for feature films would increase accordingly, enhancing the value of our product. May I again call your attention to the fact that Paramount was the last of the majors to dispose of its pre-'48 inventory, and I believe we benefitted from the delay."

"In any consideration of our post-'48 library," he continued, "there is the ever alluring potential of pay television. During the next couple of years we should know a great deal more about pay television and have a much better basis on which to evaluate the situation.

Sees Pay-TV Inevitable

"I can state with confidence that I expect pay television to be in operation in several thousand homes by 1960. I hardly need to emphasize my oft repeated conviction that some form of pay television is inevitable. The opposition can delay it only temporarily. It cannot be stopped. We plan to move ahead in an orderly fashion establishing pay TV on a sound basis." Balaban declined to elaborate on his prediction of pay TV in several thousand homes by the end of the year but it is assumed he had reference to the Telemeter test planned for the Toronto area by Famous Players Canadian, the Paramount affiliate.

Balaban said that FPC holds about $10,000,000 in cash and government bonds "and is presently exploring various means of making productive use of these funds in expanding its activities in the entertainment and related fields."

Balaban told the meeting that Telemeter's technical progress "has reached a point where the administrative emphasis can now shift to programming, development of markets and other basic phases." In consequence, he said, Telemeter headquarters will be moved from Los Angeles to New York, with Louis Novins, Telemeter president, and his staff to be established here within the next month or two.

Telemeter's technical facilities in West Los Angeles have recently been enlarged, Balaban reported, and will continue as its laboratory working on further developments in the field, many of long range significance.

Outlines Pre-1948 Film Deal

He said that on May 25 the guaranteed portion of Paramount's sale of its pre-'48 film backlog to TV, in the amount of $35,000,000, payable over a period of years beginning in 1960, has already been covered. "In the additional phase of our agreement, upon which an additional $15,000,000 will be payable over a period of years, the prospects appear favorable in view of the sales results thus far."

Balaban reported that Paramount has started production of films for television on a limited basis at its Sunset Studio. We believe that production for TV could have a profitable potential for us but expect to move cautiously into this field," Balaban said.

The stockholders were told Paramount believes it is approaching its goal in development of the Lawrence Chromatic television tube but is "hesitant about stating when these goals will be realized."

43,000 Shares Purchased

Of the 100 per cent Paramount-owned Autometric Corp., Balaban said its association with some of America's leading corporations in "classified" projects in connection with defense programs is contemplated. Letters of Intent on various contracts already issued are in the seven-figure range. These contracts when consummated will run into considerably larger sums, he said.

On the company's program of acquisitions of its own stock, Balaban said approximately 43,000 shares had been bought up since Jan. 1 at a cost of about $2,000,000, but that purchases will not continue at the same rate as in 1958 when more than 200,000 shares were acquired at a cost of about $8,000,000.

No Post-1948 Films Going To TV Now

Melon' Time Yet, an Tells Meeting

aramount Pictures stockholder the annual meeting yesterday er citing inflation, the high living and Paramount's strong sition suggested it would be ime for the company to "slice —say, about $1 per share."

y Balaban, presiding at the , noted that much of the cash cial income from sale of the film library and said any pay- ade out of that would be equi- to spending money we haven't and I'm opposed to that."

Directors

(Continued from page 1)

tock, Maurice Newton, Paul Raibourn, Edwin L. Weisl, George Weltner and Adolph Zukor.

The directors are scheduled to meet today to reelect officers.

Stockholders also approved by a large margin the retirement of 50,000 shares of the company's stock which it had purchased in the past year.

There were represented at the meeting in person or by proxy 1,347,249 shares, or 77.9 per cent of the total shares entitled to vote at the meeting.

The meeting was one of the quietest in memory and lasted only about one hour, with more than half that time consumed by the reading of Balaban's annual report. It was the 22nd successive annual meeting of the company at which Balaban has presided.

Diversification

(Continued from page 1)

tion program has been related directly or indirectly to motion pictures and the entertainment industry," he said, "our minds are now open to the acquisition of additional interests not necessarily related to our traditional area of activity.

Studying Several Situations

"Should opportunities in other fields present themselves which seem advantageous to our company, we shall not feel inhibited from utilizing them. As a matter of fact, we are studying a number of such situations at this time. We like to think of ourselves as a flexible 'growth' company. During the 1959-1960 period we hope to see a growing fruition of some of the projects already started and the beginning of others."

The Word is Out!

"ROOM 43" IS A BOXOFFICE SMASH!

First Week

DAILY VARIETY DAILY

Wed., May 20, 1959

Fat Frisco Firstruns: 'Room 43' Hits Fine 16G,

Review

Holdover 2nd week

DAILY VARIETY

S.F.'S 'ROOM 43' TO FOR 11G IN 2D; 'ALI

San Francisco, May 26. — "Room 43," w
Paramount last week, has been moved over
like an $11,000 second week in combinati
In The Bikini."

THE SHOWMANSHIP DID IT!

CHECK THE *Idea-Packed* PRESSBOOK FOR THESE UNUSUAL STUNTS:

- ✓LOBBY TELEPHONES
- ✓TEASER PHONE CAMPAIGN
- ✓TICKET-SELLING ADS
- ✓POWERFUL RADIO SPOTS



INITIAL DAY & DATE ENGAGEMENT:
PARAMOUNT THEATRE, SAN FRANCISCO
FOX THEATRE, OAKLAND
MOVED OVER—2ND WEEK
ST. FRANCIS, SAN FRANCISCO
FOX GRAND LAKE, OAKLAND

"ROOM 43"

A PICTURE BEST UNDERSTOOD BY ADULTS!



Released by **Cory Film Corporation**

Newton P. "Red" Jacobs, President

9145 Sunset Boulevard • Hollywood, California

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

35, NO. 106 NEW YORK, U.S.A., THURSDAY, JUNE 4, 1959 TEN CENTS

TORIAL

Handouts

By Sherwin Kane

Y members of this industry ıst be impressed by the fre- ency with which distressed in- of every description turn to ernment for financial or other ce immediately that adversity

ently, we learn from the public for instance, that leaders of the an silk industry, pointing to a r cent increase in imports of e silk fabrics in the past three nd a decline in American pro- of 42 per cent, are storming S. Tariff Commission. We're urt, they tell the government Ergo, we must be helped.

•

djoining news colums will tell plight of egg and chicken , currently contending with est level of egg prices in 18 near record lows for broilers. Hort made to solve their prob- om within? Not so you could it.

Department of Agriculture and ss were besieged not only as move, but as a last one. The n of aid was taken to Wash- on an "or else" basis. First, use Agriculture subcommittee to hold hearings this month to r relief proposals. Next, the ment of Agriculture announced l soon begin weekly purchases n whole eggs, although it has uying dried whole eggs for ne and Secretary Benson looked isfavor upon further govern- ssistance.

•

here, we read of Congress' nation to increase farm price s, payments under the Agricul- onservation Program and Fed- istance in many forms, most opposed by the Administra- nder the $3,975,000,000 agri- appropriations bill for the next ear.

mably, too, it is of no moment pen-handed legislators that in ng the prices of feed grains, ltry farmer's problems are in- and his need of assistance

(Continued on page 2)

VISION TODAY—page 5

Newsreels Will Begin Collecting Cost For Handling Footage for 'Appeals'

Philanthropic and service organizations whose appeals heretofore have been included by request in newsreel releases will be advised that if they wish to have the practice continued they will be obliged to reimburse the reels for the out-of-pocket expenses involved.

The new policy, which will be made known as requests are received by the reels for free distribution of appeal or informational footage by them, is the result of a stand taken in April by the Motion Picture Association's newsreel committee.

At that time the committee went

(Continued on page 4)

New, Finer Color Film Is Developed by Kodak

Better quality color pictures as well as a considerable saving in film costs for the industry is indicated by the development of a new super-sensitive motion picture color film by the Eastman Kodak Co. Presently planned for the current 35mm. cameras, the film will also be produced in the 70mm. width as well as in the 65mm. measurement of the Todd-AO system. Reel lengths, according to present plans,

(Continued on page 2)

Balaban, Other Para. Officers Are Re-Elected

Barney Balaban, president; Adolph Zukor, chairman of the board, and all other officers of Paramount Pictures yesterday were reelected at a meeting of the company's board of directors. The directors themselves all had been reelected without opposition on Tuesday at the annual meeting of Paramount stockholders.

The other officers reelected yester-

(Continued on page 4)

Projection Council Has 1st 'Customer'

The Council for the Improvement of Theatres and Motion Picture Projection has its first "customer." One day after Theatre Owners of America mailed out questionnaires, S. C. Sunness, general manager of the Sunness Theatres of Binghamton, N. Y., forwarded his request for technical inspection of his Jarvis, Crest and Art

(Continued on page 4)

Academy Studies 'Oscar' Query By Newsreels

The Academy of M. P. Arts & Sciences has taken under advisement the request by the industry's newsreels for recognition of their achievements when the annual awards are voted.

The Motion Picture Association of America's newsreel committee put the subject before the Academy recently, noting that not once in the 31 years of the Academy's existence has it recognized a contribution to the industry by a newsreel.

Ad-Pub. Unit Meeting On 'Oscar' Promotion

Plans for the projected presentation of the promotional work done for the Academy Awards telecast of last April will be discussed at the regular monthly meeting here today of the Motion Picture Association's advertising-publicity directors committee;

(Continued on page 3)

Johnston Sends 'Best' To S. F. Film Festival

Eric Johnston, president of the Motion Picture Association of America, has written to Irving M. Levin, director of the San Francisco International Film Festival, expressing best wishes for the success of the festival, which will be held Nov. 11-24.

Johnston's letter follows: "It is very

(Continued on page 4)

'Middle' Makes Bow in London Theatre Tonight

From THE DAILY Bureau

LONDON, June 3. — Columbia's "Middle of the Night" will have a gala premiere here tomorrow night at the Odeon Marble Arch Theatre.

Kim Novak, who stars in the film with Fredric March, and Albert Dekker, one of the co-stars, will attend the festivities.

In Cambridge

Drive-In Sues Buena Vista on 'Shaggy Dog'

Charges Children's 'Fee' In Violation of Decree

Special to THE DAILY

BOSTON, June 3. — The Fresh Pond Open Air Theatre of Cambridge, Mass., has brought a civil action against Buena Vista Film Distributing Co., asking for an immediate date for a hearing on a preliminary injunction enjoining the film company from imposing a fee on admissions for children for its film "Shaggy Dog." The theatre also asks the injunction be a permanent one and that the suit be retained on the docket for trial on treble damages.

The complaint, which was filed today in the U.S. District Court at

(Continued on page 2)

Glens Falls Drive-Ins Seek First-Run Product

Special to THE DAILY

ALBANY, N.Y., June 3. — Requests to bid for first-run product against Glens Falls indoor theatres reportedly have been made by John W. Gardner for the Glen Drive-in, three miles outside that city, and by Jules Perlmutter for the Ft. George Drive-in, about six miles away. Letters to the distributors have been sent by attorneys for the drive-in owners, it was said.

Glens Falls' indoor theatres are the

(Continued on page 2)

25th Quigley Grand Award Judging Today

The 25th anniversary of the Quigley Grand Awards for showmanship will be celebrated here this afternoon at Toots Shor's with the annual judging of promotional campaigns submitted to Motion Picture Herald's Managers' Round Table. Theatre managers from throughout the world will be represented in the competition.

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, left New York last night for Hollywood.

•

MAURICE R. SILVERSTEIN, vice-president of Loew's International Corp. will leave New York today for Rome.

•

MARTIN LEVINE, general manager of Brandt Theatres, will return to New York today from Europe.

•

ROBERT F. BLUMOFE, United Artists vice-president in charge of West Coast operations, will return to the States today following a month in Europe.

•

NEWTON P. "RED" JACOBS, president of Cory Film Corp., has arrived in New York from Hollywood.

•

HAROLD M. MIRISCH, president of the Mirisch Co., and MRS. MIRISCH will return to New York from Europe on Tuesday aboard the "Queen Elizabeth."

•

MRS. ROGER H. LEWIS, wife of United Artists' director of advertising-publicity, gave birth here this week at Lying-In Hospital to a girl, ALYCIA ANNE.

•

MORRIS STOLOFF, head of the music department at the Columbia studios, has returned to his duties following minor surgery at Mt. Sinai Hospital.

•

HELEN FUCHS, secretary to EDWARD BOWSER of United Artists, will leave here today aboard the "Zion" for Israel, after which she will visit Rome and Paris.

•

ALICIA MARKOVA, ballerina, left here yesterday for London via B.O.A.C.

New EKC Color Film

(*Continued from page* 1)

will be 100, 400, 1,000 and 2,000 feet. Processing will be achieved with the same chemicals and procedures now utilized.

EKC, in addition to reporting the new film to be twice as fast as the existing product, emphasized the fact that less studio lighting is needed and that the photographer has the added advantage of using a smaller lens opening, obtaining marked sharpness in the finished picture.

Drive-In Sues

(*Continued from page* 1)

Boston, charges that Buena Vista has committed "unlawful acts" violating the Consent Decree by forcing all outdoor theatre owners to charge a fee of 17½ cents per child under twelve years old. Should any exhibitor refuse to pay this admission fee, Buena Vista will not enter into a contract for the film, the complaint charges. This is in fact price-fixing in violation of the Sherman and Clayton Acts, the complaint adds.

The owners of the Fresh Pond Theatre, although designing to play "Shaggy Dog," have refused to agree to charge for children and the film company, in turn, has refused to license the film to the theatre, it is stated, thus the complaint continues, the theatre is threatened with "great and irreparable harm in the operation of its businss."

Fears Loss of Patronage

Without "Shaggy Dog," which is booked into competitive theatres, the Fresh Pond states it would have to play "inferior films." If the theatre did charge for children, many of their long time patrons would no longer continue to come to the theatre, it adds and if the theatre should accede to the demands of Buena Vista, it would be in violation of the Sherman and Clayton Acts, since the agreement would constitute "price-fixing."

The Fresh Pond Theatre is owned by four men, three brothers, all lawyers, George, Walter and Charles McLaughlin and John Powers.

Feels 'Moral Responsibility'

"We feel a certain sense of moral responsibility towards our patrons in that this is a family theatre with no picture shown that is not suitable for family viewing," George McLaughlin said today. "We have been commended by our patrons for our high type of operation. We have never charged for children and we do not intend to do so."

A preliminary injunction hearing on the action will be held Thursday, June 11, before Federal Judge Charles Wyzanski. It is understood that should the injunction not be granted the suit will continue.

Glens Falls Drive-in

(*Continued from page* 1)

Rialto, a Schine house, and the Paramount, an AB-PT situation.

Drive-in competition is unusually keen this season in the Glens Falls-Lake George-Hudson Falls triangle. Carload prices as low as $1 have been advertised. The straight rate was reduced by two drive-ins from 75 cents to 65 cents. One drive-in reopened over the weekend, with a carload rate the first night.

Detroit B-B Group Will Discuss N.Y. Trip Today

Special to THE DAILY

DETROIT, June 3. — The executive committee of the Metropolitan Exhibitors of Detroit (business builders) will meet tomorrow to talk over the result of the New York junket of a group which went there to meet with distributors last week. Detroiters seeking cooperative money to insure continuous advertising on films from first run through subsequents, were Milton London, president, Michigan Allied, Woodrow R. Praught, president, United Detroit Theatres; William Wetsman of Wisper & Wetsman; and Irving Goldberg of Community Theatres.

The group will report an optimistic forecast on the reaction of distributors, and will concretize plans to spend approximately $50,000 over the next six months to encourage business.

Conferences were held with Alex Harrison, general sales manager of 20th Century-Fox, and his assistant C. Glenn Norris; Morey Goldstein, general sales manager of Allied Artists; James Velde, general sales manager and Milt Cohen, Eastern sales manager, of United Artists; Rube Jackter, general sales manager, Paul Lazarus, Jr., vice-president, and Jonas Rosenfield of Columbia. Also visited were Jerry Pickman, vice-president in charge of publicity and advertising and western sales manager Sidney Deneau of Paramount. Contacts, although not meetings, were made with others.

Set Date for 'Darby' To Benefit Police Unit

Walt Disney's "Darby O'Gill and the Little People" will have its New York premiere Monday evening, June 29, at the Normandie Theatre, in a gala performance sponsored by the Emerald Society, leading Irish-American organization comprised of members of the New York City Police Department.

Proceeds from the benefit opening of the Buena Vista release will go to the Emerald Society Welfare Fund for Scholarship Awards to foster scholastic grants to worthy students whose parents are members of the Emerald Society.

Use High-Speed Color

HOLLYWOOD, June 3. — "Mysterious House of Usher," American International feature scheduled for a June 15 start at Amco Studios, will be first to use Eastman's new high-speed color film. Eastman's new product is expected to be particularly effective in the low light level dream and fantasy sequences of "Mysterious House of Usher." Roger Corman will produce and direct.

EDITORI

(*Continued from page* 1

made the more urgent. Perhaps poultryman that is sufficient ju tion for insisting that the gove that helped get him into th must help get him out.

Prosperous oil producers ha tracted quotas on oil imports retail merchants are campaign a system of Federal retail price tenance, and others no more i then they, beseech handouts.

•

We think that it is to the credit of the motion picture ir that, having experienced as nu and as grievous reverses as any industry that comes to mind, it once has gone to the gover asking or demanding. Certain campaigns for reduction of the ous Federal admission tax, in as wartime measures which w have been eliminated when the gency ended, cannot be so con

No matter how urgent its how serious its economic state, pictures and motion picture th have not gone to the Federal for financial subsidy or legi favor of any kind.

•

By its record, the industr demonstrated its fundamental in the private enterprise syste which the nation grew. It h cepted its television age reverse as much grace as it did its war prosperity, and in its services military, its substantial contrib to charities and other worthy c and its huge payments of excise on top of business and income has built a record in which i take justifiable pride.

The economic history of the p picture and the motion picture tre inevitably will show them to been contributors to the streng the nation, rather than drains up

Col. Field Men Choo Local 872 in Electio

Columbia Pictures field expl voted unanimously for IATSE cists' Local 872 as their barg agent in a National Labor Re Board election held yesterday, announced by Dave Cassidy, bu agent of Local 872, and Tom secretary-treasurer.



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News E Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Crosby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents i principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock enter, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice ent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s cond class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

lgar Hoover Will See ners' 'The FBI Story'

From THE DAILY Bureau

LLYWOOD, June 3. — Mervyn , producer-director of "The tory" for Warner Brothers, will here by plane tomorrow with of the picture and will screen n in Washington next week for ar Hoover, director of the Fed- ureau of Investigation.

ıny 'Ideal Father' ght by S-W Strand

Special to THE DAILY

ANY, N. Y., June 3. — The Warner Strand has tied into h by Albany Downtown Un- (a group of stores) for the 'Ideal Father," via a special e Saturday at which admission letters by children citing rea- hy their dads are "ideal." A approved by the Legion of y will top the bill, according nager Alfred G. Swett, who is ating with Vincent J. Micell, nt of ADU.

latter will give a dinner for nner (chosen by a committee) ther's Day, June 21, at the n-Ten Eyck Hotel, also a com- vardrobe. The "Ideal Father" wife will likewise receive an ense trip to New York for the re of "A Hole in the Head," Artists picture starring Frank and Edward G. Robinson.

One' Charity Bow Netting $100,000

From THE DAILY Bureau

ANGELES, June 3. — The tickets priced at a $50 top this week in this area for the premiere of 20th Century- Say One for Me," starring Bing Debbie Reynolds and Rob- gner.

ficiaries of the gala premiere, will be held June 18 at the es Theatre, are for Daniel Free- ospital Auxiliary in Inglewood Jesuit Scholasticate, an organ- which grants scholarships to Catholic students. The two hope to raise $100,000 from niere of the CinemaScope pro- , which finds Crosby playing t for the third time in his

d' Book Promotion

d Artists and the Fawcett ompany have set a major book on for Frank Capra's "A Hole Head," starring Frank Sinatra, G. Robinson and Carolyn The paper back edition fea- cover of Sinatra and Miss nd gives full credits for the UA The book was especially writ- Fawcett by Arnold Schulman, rote the screenplay and the ay comedy on which the film).

REVIEW:

The Angry Hills

Cineman—MGM—CinemaScope

SOME ALLIED CLOAK and dagger work just preceding the fall of Greece and during the early days of the Nazi occupation form the background for "The Angry Hills," a fast paced action melodrama starring Robert Mitchum and a group of international stars including Elizabeth Mueller, Gia Scala and Stanley Baker. Adding a great deal to the interest of the film is the fact that it was photographed in striking black-and-white CinemaScope on actual locations in Athens, Piraeus and the high, rugged and rocky Greek countryside.

The screenplay by A. I. Bezzerides, based on a story by Leon Uris, is somewhat confusing but has in its favor frequent action, a breathless pace and some colorful characterizations. Mitchum is seen as an American war correspondent who is unwillingly pressed into service as an intelligence agent by a Greek underground leader. Just before the latter is killed, he gives Mitchum a list of Greek patriots which Mitchum is to pass on to British intelligence in London. The rest of the film is devoted to the Nazi pursuit of Mitchum and his attempts to escape the country.

Among those who help him are Gia Scala, a beautiful and sensitive peasant girl in whose village Mitchum hides for a time, and Elizabeth Mueller, a lovely Athenian widow and Greek patriot whom the Nazis try to use to capture Mitchum. Miss Mueller's situation is complicated by the fact that she has fallen genuinely in love with the German Gestapo head, Stanley Baker, on whom she is supposed to be spying and who is Mitchum's chief pursuer.

Mitchum is strong and generally impassive in the central role, but Miss Scala and Miss Mueller are extremely appealing co-stars. Effective in supporting roles are Theodore Bikel, as a wormy Greek Quisling; Sebasian Cabot, as a paunchy pawnbroker who is instrumental in Mitchum's eventual escape; Marius Goring, as a German army officer, a cynic and a hypochondriac; Kieron Moore, as a Greek peasant, and Jackie Lane, as Bikel's lovely sister and one of the tools of his trade.

Robert Aldrich directed and Raymond Stross produced the Cineman production for MGM release.

Running time, 105 minutes. General classification. Release, in June.

VINCENT CANBY

Hayward Scholarship Won by N.Y. Student

The special Susan Hayward Academy Award Scholarship to the American Academy of Dramatic Arts has been bestowed on Susan Trustman, of Riverdale, N. Y.

The scholarship was sponsored by 20th Century-Fox in conjunction with the current presentation of Susan Hayward's new film, "Woman Obsessed," now at the Paramount Theatre here, and was set up by Fox to commemorate Miss Hayward's winning of the Academy Award as best actress of 1958.

Miss Trustman, 19, a junior at Carnegie Tech, won the award over 15 other aspirants, all of whom auditioned before a panel of American Academy executives and faculty members.

To SCTOA Board

HOLLYWOOD, June 3.—Harry C. Arthur, Jr., chairman of the board of directors of the Southern California Theatre Owners Association, has announced that Edwin F. Zabel, president, and Robert L. Lippert, secretary of Electro-Vision Corporation, Los Angeles, have been unanimously elected to the board of SCTOA.

Shreveport Sham Battle Planned for 'Soldiers'

Special to THE DAILY

SHREVEPORT, La., June 3.—Several hundred Confederate and Union uniforms are being flown from Hollywood to this city for a sham battle between the South and the North, highlighting the world premiere festivities there for "The Horse Soldiers" June 16 and 17.

The battle, to take place at the Betty Virginia Park on the 17th, will be "fought" by some of the most expert riders of Louisiana, who later will participate in a mammoth parade preceding the opening of the United Artists film at the Strand Theatre.

Tax Rate Retained

WASHINGTON, June 3. — The House Ways and Means Committee voted to extend the Korean War corporate tax rate of 52 per cent for another year. The rate would otherwise drop to 47 per cent on July 1.

Mrs. Daytz Dies

BROOKLINE, Mass., June 2.— Mrs. Mary Daytz, mother of Al, Mickey and Molly Daytz, of Daytz Theatre Enterprises, died here.

Ad-Pub. Unit

(*Continued from page* 1)

Charles Simonelli of Universal is chairman of the committee.

The Academy Awards promotion presentation will consist of examples of all types of promotional publicity employed for the telecast in many media and in all sections of the country. The display will be exhibited in the MPAA board room here, probably at the time of the board's next meeting. A date for the meeting has not yet been set. General sales managers will be invited to the meeting to inspect the presentation, too.

After its exhibition here it is planned to send the presentation to the West Coast for Academy of M.P. Arts & Sciences and Association of M.P. Producers inspection.

Today's meeting of the advertising-publicity directors committee also may complete the judging of exhibitor entries in the Pepsi Cola contest to determine the best Academy Awards telecast promotion piece by an exhibitor. First prize in the contest is $2,000 cash.

The meeting also is scheduled to discuss industry tie-ins with the Hudson-Champlain anniversary observance this summer.

Two RCA Dividends

A quarterly dividend of 25 cents per share on the common stock of the Radio Corporation of America, payable July 27 to holders of record at the close of business June 19 was announced yesterday by RCA president John L. Burns. A dividend of 87½ cents per share was declared on the first preferred stock for the period July 1 to Sept. 30, payable Oct. 1, to the holders of record of such stock at the close of business Sept. 8.

Tierney Back with A.A.

James J. Tierney, who left Allied Artists International several years ago to become associated with the Japan Real Estate Corp., is returning to the former company as secretary and assistant treasurer, it has been announced by Norton V. Ritchey, president of A.A. International.

Warner Accepts Post

HOLLYWOOD, June 3. — Jack L. Warner, president of Warner Bros. Pictures, has accepted an invitation to head the Entertainment Division of Commerce and Industry for the United Republican Finance Committee. Warner filled this post in 1952 and again in 1956.

Lund Succeeds Swink

HOLLYWOOD, June 3. — George Swink yesterday resigned as head of the Universal-International editorial department, a post he held for the last year and a half, and will be succeeded by Sid Lund, U-I veteran who has been head of studio camera department.

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope; te, Technirama; vv, VistaVision.

► JUNE

AA—SPEED CRAZY: Yvonne Lime, Brett Halsey
AA—BEATSVILLE: Gregg Palmer, Kathleen Crowley
COL—THE H MAN: science fiction
COL—THE WOMAN EATER: George Coulouris, Vera Day
COL—IT HAPPENED TO JANE, c: Doris Day, Jack Lemmon
MGM—ASK ANY GIRL, c, cs: Shirley MacLaine, David Niven
MGM—THE ANGRY HILLS, cs: Robert Mitchum, Gia Scala
PAR—THE HANGMAN: Robert Taylor, Tina Louise
PAR—TARZAN'S GREATEST ADVENTURE, c: Gordon Scott, Sarah Shane
20-FOX—HERE COME THE JETS, cs: Steve Broidy
20-FOX—SAY ONE FOR ME, c, cs: Bing Crosby, Debbie Reynolds
20-FOX—THE MAN WHO UNDERSTOOD WOMEN, c, cs: Henry Fonda, Leslie Caron
UA—THE HOUND OF THE BASKERVILLES: Peter Cushing
UA—THE RABBIT TRAP: Ernest Borgnine, June Blair
UA—SHAKE HANDS WITH THE DEVIL: James Cagney, Don Murray
UA—THE FOUR SKULLS OF JONATHAN DRAKE: Eduard Franz, Grant Richards
UA—THE INVISIBLE INVADERS: John Agar, Jean Bryon
WB—GIGANTIS, THE FIRE MONSTER: science fiction
WB—TEENAGERS FROM OUTER SPACE: David Love, Dawn Anderson

► JULY

AA—THE BIG CIRCUS, c, cs: Victor Mature, Rhonda Fleming
AA—BATTLE FLAME: Elaine Edwards, Scott Brady
AA—SURRENDER HELL: Keith Andes, Susan Cabot
AIP—DIARY OF A HIGH SCHOOL BRIDE: Anita Sands, Ronald Foster
AIP—THE GHOST OF DRAGSTRIP HOLLOW: Jody Fair, Russ Bender
BV—DARBY O'GILL AND THE LITTLE PEOPLE, c: Janet Munro, Sean Connery
COL—MIDDLE OF THE NIGHT: Kim Novak, Fredric March
COL—ANATOMY OF MURDER: James Stewart, Lee Remick
COL—30-FOOT BRIDE OF CANDY ROCK: Lou Costello
COL—THE LEGEND OF TOM DOOLEY: Jo Morrow, Michael Landon
MGM—NORTH BY NORTHWEST, c, vv: Cary Grant, Eva Marie Saint
MGM—THE BEAT GENERATION, cs: Steve Cochran, Mamie Van Doren
PAR—DON'T GIVE UP THE SHIP: Jerry Lewis, Dina Merrill
PAR—LAST TRAIN FROM GUN HILL, c: Kirk Douglas, Anthony Quinn
20-FOX—HOLIDAY FOR LOVERS, c, cs: Jane Wyman, Clifton Webb
20-FOX—SOUTH PACIFIC, c, cs: Rossano Brazzi, Mitzi Gaynor
20-FOX—SON OF ROBIN HOOD, c, cs: Al Hedison
20-FOX—MIRACLE OF THE HILLS, cs: Rex Reason
UA—A HOLE IN THE HEAD, c, cs: Frank Sinatra, Eleanor Parker
UA—THE HORSE SOLDIERS, c: John Wayne, William Holden
UA—DAY OF THE OUTLAW: Robert Ryan, Burl Ives
UNI—THIS EARTH IS MINE, c, cs: Rock Hudson, Jean Simmons
UNI—THE MUMMY, c: Peter Cushing, Christopher Lee
UNI—CURSE OF THE UNDEAD: Eric Fleming, Kathleen Crowley
WB—THE NUN'S STORY, c: Audrey Hepburn, Peter Finch
WB—HERCULES, c: Steve Reeves

► AUGUST

AA—THE BAT: Vincent Price, Agnes Moorehead
AA—FACE OF FIRE: Cameron Mitchell, James Whitmore
AIP—SHEBA AND THE GLADIATOR, c, cs: Anita Ekberg, George Marchall
BV—THE BIG FISHERMAN, c, te 70: Howard Keel, Susan Kohner
COL—BATTLE OF THE CORAL SEA: Cliff Robertson, Gia Scala
COL—HAVE ROCKET, WILL TRAVEL: Three Stooges
COL—YESTERDAY'S ENEMY: Stanley Baker, Guy Rolfe
MGM—THE SCAPEGOAT: Alec Guinness, Bette Davis
MGM—TARZAN, THE APE MAN: Denny Miller
PAR—THE FIVE PENNIES, c, vv: Danny Kaye, Barbara Bel Geddes
20-FOX—A PRIVATE'S AFFAIR, c, cs: Sal Mineo, Gary Crosby
20-FOX—RETURN OF THE FLY, cs: Vincent Price
20-FOX—THE ALLIGATOR PEOPLE, c, cs
UA—THE WONDERFUL COUNTRY, c: Robert Mitchum, Julie London
UA—CRY TOUGH: John Saxon, Linda Cristal
UA—PIER FIVE HAVANA: Cameron Mitchell
WB—JOHN PAUL JONES, c, te: Robert Stack, Bette Davis

ABC Champion Manager Starts Vacation Here

J. D. Mackrell, Associated British Cinemas' "Champion Manager of 1958," arrived here from England yesterday to start the two-week, all expenses paid vacation that goes with the title.

While in New York, Mackrell, manager of the Haymarket Cinema, Newcastle on Tyne, and his wife will be the guests of the Stanley Warner Corp. The latter company has an exchange agreement with ABC whereby Stanley Warner's top showmen are similarly entertained in London.

Johnston Sends 'Best'

(*Continued from page* 1)

encouraging to know the San Francisco International Film Festival is continuing to grow, not only in the support of citizens of San Francisco, but also in worldwide recognition. I am pleased again this year to express the best wishes of the Motion Picture Association and myself for the continuing success of the Festival. The Festival is another demonstration of the importance of the interchange of motion pictures among nations to the growth of common understanding and good feeling among the peoples of the world. With best wishes for your success."

Balaban, Others

(*Continued from page* 1)

day were: Stanton Griffis, chairman of the executive committee; Y. Frank Freeman, Jacob H. Karp, Louis Phillips, Paul Raibourn, George Weltner and Randolph C. Wood, vice-presidents; James H. Richardson, treasurer; Louis A. Novins, secretary; Frederick E. Koehner, comptroller; Russell Holman and Arthur Israel, Jr., assistant secretaries.

Hunter Forms Company

HOLLYWOOD, June 3. — Actor Jeffrey Hunter has formed Hunter Enterprises for the production of motion pictures and has purchased "The Golden Hoard" by Clay Fisher, as the first property to be made by the company. Incorporation papers will be filed shortly in Sacramento for Hunter Enterprises by J. Lilliam Hayes, Hunter's business manager, who will be an officer of the new company. Hunter has a long term contract with 20th Century-Fox, which allows him to make one outside picture a year.

Bardot, Camus Signed

Brigitte Bardot and French director Marcel Camus have been signed by Ken Hyman, president of Kenneth Hyman Productions, to star and direct, respectively, in "A Lady's Affair," based on an original story idea by Hyman. Hyman will shoot the picture in separate English and French speaking versions, although both will star Miss Bardot. Filming will be in England and France.

Projection U

(*Continued from page* 1

Theatres. He asked that pr and auditorium acoustics be c without charge to the theatre.

TOA, which is administeri program for the Council, imm forwarded the request to the N Theatre Supply Company of Sunness had indicated on hi tionnaire that he deals wi equipment and supply firm a firm is on the list of about 15 ers and suppliers who have bee fied by the Theatre Equipmen ers Association as ready to co in the program.

It is anticipated the Buffal of National Theatre Supply v in the carbon and sound firm ness uses to work with their cians to tell Sunness what can l to improve projection and aud acoustics in the three theatr surveys, as part of the Council ice, will be without charge theatres.

George G. Kerasotes, presi TOA, said that he an antici flood of requests from theatre all over the country. TEDA, T SMPTE, the IATSE and the N Carbon, Lorraine Carbon, RCA and Altec Sound companies ar erating with TOA in the C program.

Newsreels to Begin

(*Continued from page* 1

on record to the effect that th ice its members offer as the public relations arm" of the picture industry should be sha the industry and not charged against the newsreels.

The newsreels pointed out th are called upon almost weekly vide services requested in sup not only the industry itself b government agencies, Americ Cross, American Cancer Socie President's Committee to Emp Handicapped, U. S. Savings and numerous other purposes.

Such services "being an all-i matter, properly should be sha the industry," the committee particularly when costs loom la relation to revenues, as is th with today's newsreel marke

Major costs to the reels services heretofore contribute been raw stock and printing, ing about three cents per foot travel and subsistence expen volved in assigning cameram handle specific service events a ure in costs. Petitioners will vised that the services hen will have to be on a cost bas

No MacKenna Succ

HOLLYWOOD, June 3.—N cessor for Kenneth Mac M-G-M studio story editor, named until August, the expira his contract. MacKenna is leave for an acting role in Schary's Broadway show, "The est Tree."

tional

e-Selling

NOVAK spent a movie-mak- winter having a celluloid with a man many years her or the film "Middle of the according to "Life's" June 1 hen in real life she began ary Grant who is a "bouncy ien Kim flew off to the Can- ival, Cary came flying after. nd Cary were photographed e" in a European night club, cheek to cheek in romantic ss with Grant understandably ased with himself.

s also seen with her parents of Bohemian descent. She won't marry anyone my par- 't approve of."

•

id's green-eyed redhead Janet will make her American debut rish miss in Walt Disney's fantasy "Darby O'Gill and le People." "Seventeen" has a considerable portion of its ood Scene" department to summer release. One of the photos shows Janet hanging sly off an Irish mountain ere must be a little blarney d with this scene.

•

Harbert in the June issue of Housekeeping" tells her read- there are three reasons to see e Pennies."

wild Dixieland jazz is simply 2) Danny Kaye does an ex- b as a dancer and musician, different from anything he ed so far. (3) It gives you a and emotional look at an side of the band business. music and entertainment.

•

Presley, whose two starring ving You" and "King Creole" g reissued by Paramount, is in the June 5 issue of "T.V. o be scheduled for an hour- cial in the Spring of 1960.

•

Towers, who plays the vol- uthern-belle in John Ford's rse Soldiers" is pictorially n the June 9 issue of "Look." s her part opposite John nd William Holden the best e Scarlett O'Hara.

tering experience interrupted r when she was stricken with was, she says, "a revealing, frightening awakening to ld—seeing it without rose glasses." Fully recovered, she work with a new set of va-

•

at the Top" was chosen as best film of the year, reports Somers in the June issue of ." In her opinion it fully the distinction, for it is just nding a production as the orable "Brief Encounter."

WALTER HAAS

'Father' Ads Will Boost Savings Bonds

Newspapers throughout the nation will feature a full-page "Father's Day" advertisement on behalf of the U.S. Savings Bond drive featuring Robert Young and Lauren Chapin of Screen Gems' "Father Knows Best" television series.

In conjunction with a special half-hour "Father Knows Best" film produced for the Treasury Department, the ad is being disseminated for use as a public service.

Rodney-Young Produced

The film, titled "24 Hours in Tyrantland," was produced by Rodney-Young Productions in association with Screen Gems for screening before schools, factories, business and women's clubs. Young and producer Eugene B. Rodney as well as the writer, Roswell Rogers, the rest of the cast, co-star Jane Wyatt, Elinor Donahue, Billy Gray and Lauren Chapin, and the crew members contributed most of their services at scale.

Small Sound Recorder Announced by Ryder

From THE DAILY Bureau

HOLLYWOOD, June 3.—A new sound recorder for professional use in motion picture and TV film production has been developed by Perfectone Company of Switzerland. The unit, weighing only 16 pounds in contrast to the previously low-weighted portable apparatus of 65 pounds designed several years ago by Loren Ryder, president of Ryder Sound Services, operates entirely on transistors without vacuum tubes and power supply from small flashlight batteries with life of 12 hours.

The Perfectone recorder, which can immediately play back any recorded dialogue or music if required, will replace present cumbersome production equipment in the theatrical and TV fields, according to Ryder, who holds the exclusive agency for the Perfectone device in the United States and Canada.

Size of a Portable Typewriter

The self-contained synchronous Perfectone recorder is enclosed in a case only slightly larger than one used for a portable typewriter. It will be particularly valuable for location work, where total weight of all equipment required, including microphones, cables, control box and synchronous motor to camera will be less than 100 pounds, in contrast to the 600 pounds now required by the lightest portable unit.

TV Salute to Autos

A star-studded television salute to America's automobile industry will be offered by United States Steel, on Wednesday evening, October 21. Sid Caesar will head up the array of big-name talent to be seen via CBS channels.

Television Today

'Theatre of Champions' To Feature Sport Heroes

From THE DAILY Bureau

HOLLYWOOD, June 3.—Sports luminaries of yesterday and today will be the stars of a new television series, "Theatre of Champions," to be filmed under the banner of the newly-formed Ellsworth-Waller Productions. The half-hour anthology series, as announced by producers James Ellsworth and Ron Waller, will tell the career stories of outstanding figures in amateur or professional sports.

In some episodes a name actor will portray the role of the subject. In others, the athlete himself will reenact the story of his own career. In all instances where the athlete in question is still living, he or she will appear for a brief interview at conclusion of the episode. In cases where the athlete is deceased, either the widow or some other person close to his career will appear.

Stagg Executive Producer

Jerry Stagg, executive producer of Desilu Playhouse and of several other other series, has been engaged as executive producer, and Jesse Hibbs, film director and former Southern California football All-American, has been set to direct several segments. Another USC All-American, veteran production manager Nate Barrager, also has joined the Ellsworth-Waller staff. Dean Riesner, screen and television writer, is scripting the initial episodes.

'5 Fingers' Is Slotted On NBC Starting in Fall

From THE DAILY Bureau

HOLLYWOOD, June 3.—"5 Fingers," new Martin Manulis series for 20th-Fox Television, will go as an hour show over NBC-TV next fall, it was decided here following huddles between network, sponsor and producers. The show will be slotted Saturdays, 9:30-10:30 P.M., starting in late September.

Producer Herbert Swope, Jr., will start full production in late June, with Al Hedison and Italian actress Luciana Paluzzi in the starring roles. Mike Romanoff will also appear in most segments.

Will Work on Other Series

Although an executive producer for Manulis, Swope will personally produce this series. Additionally, he will be executive producer on the "Helimarines" series, plus the upcoming "Peggy Lee Show" and "Mr. Belvedere" pilots to roll in July.

Already working on scripts for the hour-long versions of "5 Fingers" are William Templeton, David Karp, Jerry Devine, Oscar Mallard and Mel Goldberg. The pilot was scripted by Richard Berg, who will create several new teleplays for the series.

New TV Standard Leader Sought by MPRC, TFA

From THE DAILY Bureau

HOLLYWOOD, June 3. — The Motion Picture Research Council and Television Film Association are going to work on a new standard leader. The present leader, marked in 35mm feet, loses its meaning when reduced to 16mm. for television.

An attempt will be made to devise a new leader marked off in seconds, which will then not be affected by reduction printing.

Form Company to Film 'Missile Men' Series

From THE DAILY Bureau

HOLLYWOOD, June 3. — Roy P. Steckler has formed Steckler-Smith Productions to film a new television series, "Missile Men," created and written by Bob Smith and to be produced by Steckler. The series will be non-fiction based upon actual present day research, testing, firing and recovery of the various missile and rocket types.

Government to Aid

Government co-operation has been arranged. Smith has completed four shooting scripts and 15 episode outlines. Steckler begins location scouting and casting this week with pilot scheduled to begin June 15. Financing has been set.

Elliot-Unger-Elliot Has Second Video Tape Unit

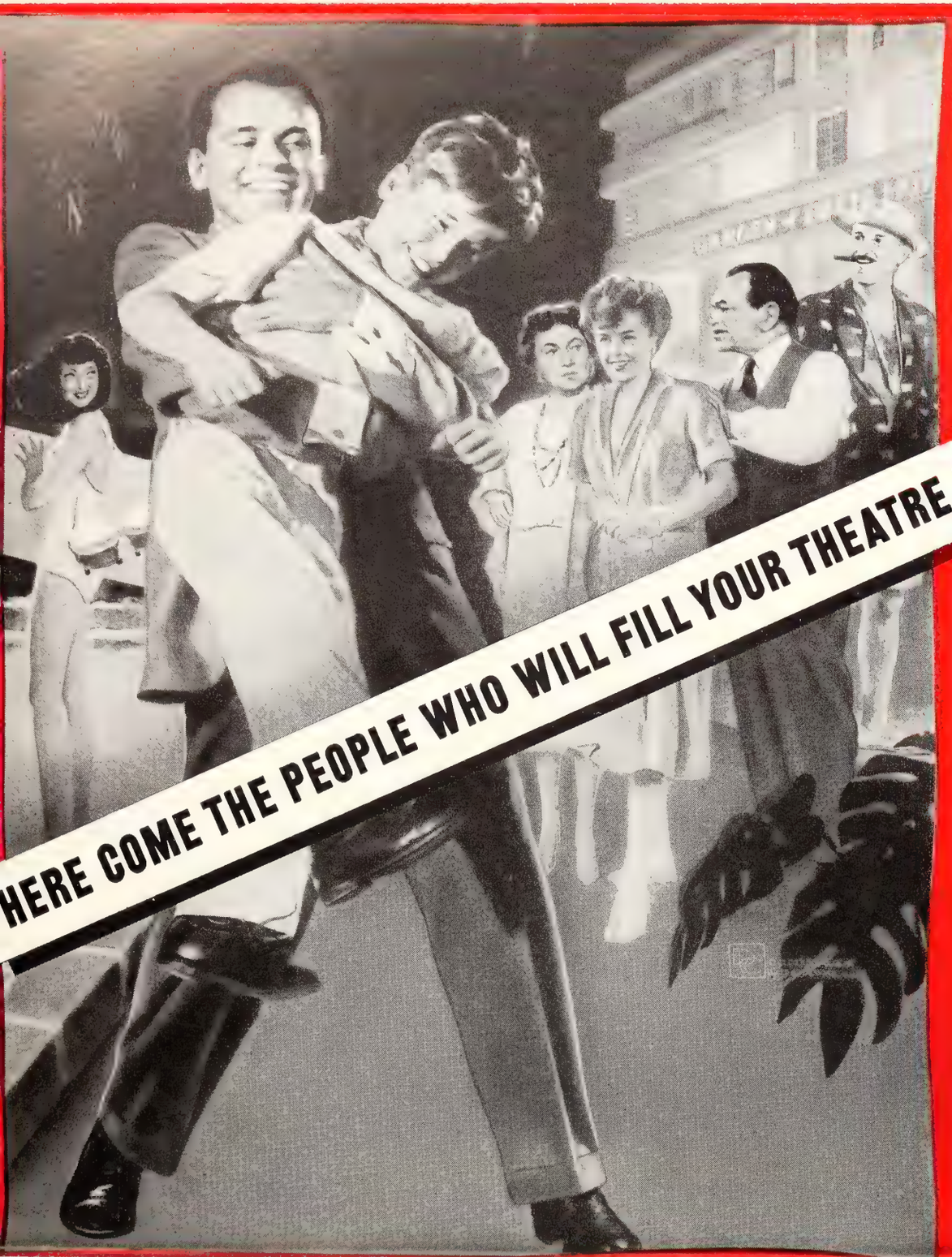
A second Ampex videotape unit has just been put into operation at the downtown studios here of Elliot-Unger-Elliot, commercial production division of Screen Gems, it was announced by Bill Unger.

EUE has also just installed the latest model 35mm kinescope recording equipment. Commercials produced on tape can also be recorded on kine so that film prints as well as tape can be supplied on the same commercial.

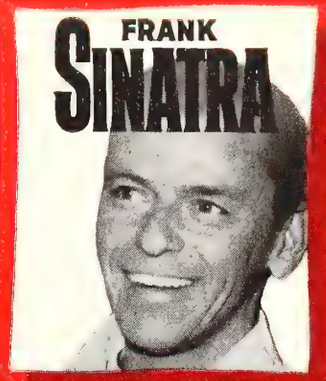
NBC Web Promotions For Fromm and Liotti

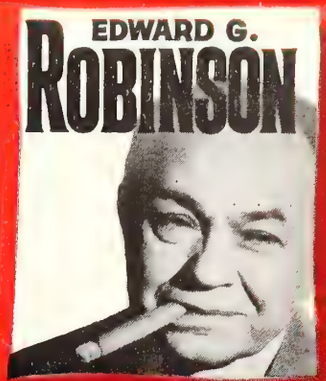
Two promotions to newly-created posts in the new business and promotion department of NBC Spot Sales were announced by Richard H. Close, director of NBC Spot Sales. Wilbur M. Fromm, manager of advertising and promotion, was appointed manager of sales development and promotion. Anthony Liotti, supervisor of research, was named manager of research.

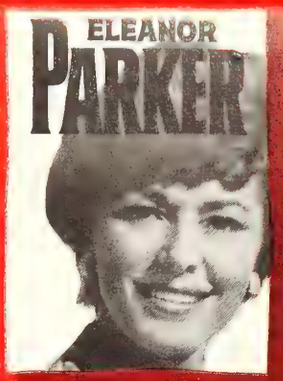
The two will report to Morton Gaffin, director of new business and promotion.



HERE COME THE PEOPLE WHO WILL FILL YOUR THEATRE WITH JOY!





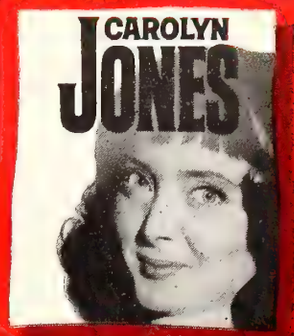


A Sweetheart
Of A Cast...
A Honey
Of A Picture!

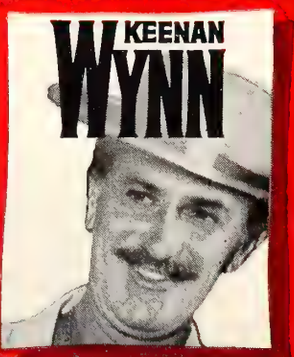
FRANK CAPRA'S

"A HOLE IN THE HEAD"

SET TO EXPLODE ITS SUNSHINE OVER AMERICA STARTING IN JUNE!







Al News hat lews

MOTION PICTURE DAILY

Concise and to the Point

NO. 107 NEW YORK, U.S.A., FRIDAY, JUNE 5, 1959 TEN CENTS

rt Made

ıe Running on Local Campaigns

ıls Designed for er Use; Plans Not Set

me fast running out on ex- nterested in salvaging all- business-building material ıse, it begins to appear that f the seasonal nature of the ial—the recordings for radio ıouncements—another year's utting the campaign tools to evitable.

dio "spot" recordings have gned for summer use when ning is at its annual peak. best use of the "spots" they in the hands of exhibitors se through Labor Day.

of the need to raise money rights to the recordings for m 13-week period and to ntinued on page 2)

it Cavalcade' Meeting Theme

Bros.' first combined con- domestic and international resentatives since 1946, get underway in Los An- 17, will be known as the rnia Upbeat Cavalcade, it nced here yesterday.

ting the meetings will be ents by president Jack L. ntinued on page 4)

Dies in Vienna ing Heart Attack

Vidor, 59, veteran director, rday morning in the Hotel Vienna, following a heart cording to word received ices of Columbia Pictures. urrently directing William oduction, "Magic Flame." rvived by his widow, Mrs. ner Vidor, two sons by her, ntinued on page 37)

ION TODAY — p. 38

Top Circuit Executives Judge Entries In 25th Annual Quigley Awards

By WARREN G. HARRIS

(Pictures on Page 3)

A panel of judges including top executives of major and independent circuits examined and voted on the entrants in Quigley Grand Awards competition yesterday afternoon at a reception held by Quigley Publications at Toots Shor's.

More than 50 campaigns on specific pictures, representing the cream of those submitted during the year to the Managers' Round Table of *Motion Picture Herald* from the United States, Canada and theatre managers abroad, were submitted to the judges

(*Continued on page* 3)

British Pushing Product Overseas

By WILLIAM PAY

LONDON, June 4.—The British Film Producers Ass'n. has launched a strong campaign to secure more playing time for its members' product in all overseas markets, a BFPA spokesman said today. He explained the new drive was prompted by the

(*Continued on page* 4)

Ephrons Sign Long-Term Pact with Paramount

From THE DAILY Bureau

HOLLYWOOD, June 4. — Paramount has signed Henry and Phoebe Ephron, producer-writer team, to a long term contract, it was announced by Jack Karp, vice-president and ad-

(*Continued on page* 37)

Isley Circuit Buys Two Cole Estate Theatres

Special to THE DAILY

DALLAS, June 4.—The Phil Isley circuit has purchased two theatres in Bonham, Texas, belonging to the Col. Harry A. Cole estate. Charlie Wise, general manager for Phil Isley Theatres, announced that negotiations for

(*Continued on page* 37)

Army, Air Force Seek Closed-Circuit TV Units

From THE DAILY Bureau

WASHINGTON, June 4. — The Army and Air Force Motion Picture Service is considering installing closed-circuit theatre television equipment in some 26 post theatres, Service chief Robert Quick revealed.

The Service would like to be able to show the Patterson-Johansson prize-fight on June 25 and other major sports

(*Continued on page* 38)

'Porgy and Bess' Bows In Chicago July 22

Special to THE DAILY

CHICAGO, June 4.—Samuel Goldwyn's "Porgy and Bess" will have its Midwestern premiere at the McVickers Theatre here on Wednesday, July 22. The opening is being planned as a benefit, with a number of charitable organizations currently being considered.

Other benefit premieres for "Porgy and Bess" include Los Angeles, July

(*Continued on page* 37)

U A TODAY

A Study in Depth of a motion picture company

Pages 5 to 36

Hearings End

Minimum Wage Law Chances Nil This Year

Senate Might Pass Bill But House Seen Deferring

By J. A. OTTEN

WASHINGTON, June 4.—A Senate Labor Subcommittee today wound up hearings on extending coverage of the Federal minimum wage law, and chairman Kennedy (D., Mass.) promised that executive session work would start on a bill "in the near future."

Chances are practically non-existent, however, that any legislation will be finally enacted this year. The most that could happen, insiders say,

(*Continued on page* 4)

Ad-Pub. Group Okays 'Oscar' Presentation

A presentation of the promotional work done for the last Academy Awards telecast was given the approval of the Motion Picture Association's advertising-publicity directors committee at its regular monthly meeting yesterday.

The presentation materials were reviewed and basic material for an accompanying brochure which had been

(*Continued on page* 4)

Hearings on Problems Of State Taxes Slated

From THE DAILY Bureau

WASHINGTON, June 4. — The Senate Small Business Committee will hold hearings in New York City and Newark on the problems of state taxation of income of out-of-state firms.

The committee has been holding hearings here and throughout the country on the impact of recent Supreme Court decisions broadening the power of the states to tax out-of-state firms. The New York City hearings will be held Friday morning, June 19, with an afternoon session in Newark.

PERSONAL MENTION

LOUIS A. NOVINS, president of Paramount's International Telemeter Co., will leave New York today for Hollywood.

•

HERBERT WILCOX and ANNA NEAGLE left here for London last night by jet plane.

•

RUSSELL HOLMAN, Paramount Eastern production manager, left New York last night for Hollywood.

•

DAVID SHAPIRO, executive secretary of the Texas Drive-In Theatre Owners Association, Dallas, will be married at the Pines Hotel, Pine Bluff, Ark., on June 21 to HELENE KAY BAIM.

•

STANLEY KRAMER, producer, will leave Hollywood today for New York.

•

MARLON BRANDO will arrive in New York over the weekend from the Coast.

•

ANN SIMONE FRANKEL daughter of DAN FRANKEL, president of Zenith International Films, will graduate on Sunday from Connecticut College.

•

ARTHUR ISRAEL, Jr., vice-president and general manager of Paramount's Famous Music Corp., left New York yesterday for Hollywood.

•

DAVID NIVEN left New York yesterday via B.O.A.C. for Nassau in the Bahamas.

•

WILLIAM PERLBERG and GEORGE SEATON, producers of Paramount's "The Counterfeit Traitor," have arrived in Berlin from Stockholm.

•

BURL IVES left here yesterday for London via B.O.A.C.

•

CHARLTON HESTON will arrive in New York this morning from the Coast, and will leave here tonight for England.

•

FRED ZINNEMANN, director, will arrive in New York next Wednesday from Hollywood.

•

MIKE DORSO, district manager for Walter Reade Theatres, was in Albany from Kingston, N. Y.

•

O. S. BARNETT, office manager and head booker for Allied Artists in Atlanta, has left there with his family for a vacation in Chicago.

•

MUNIO PODHORZER, president of Casino Film Exchange, left here yesterday for the Midwest.

B-B Drives

(*Continued from page* 1)

pay for pressing and packaging the records for shipment to exhibitors, there already appears to be virtually no prospect of completing the necessary arrangements in time for use this summer. Naturally, that means another year's delay at least, in making use of the b-b campaign material, which originally was prepared for all-industry use in the summer of 1958.

Insufficient exhibitor financial contributions prevented the national campaign from getting under way. Efforts to employ only the radio part of the campaign on an all-industry basis this summer also failed several months ago. Then some exhibitors in various parts of the country urged that the campaign materials be salvaged for regional b-b campaigns by interested exhibitors who would pay for them, presumably, with refunds received from national campaign contributions.

Ben Marcus, Allied States' representative on the Council of Motion Picture Organizations' triumvirate, brought the matter to the attention of the Compo executive committee meeting here last month. Marcus was named chairman of a committee to investigate the possibilities of salvaging the b-b material for local use.

Insofar as could be learned here yesterday, no meeting of the committee has been held or is scheduled, and with the time element previously noted becoming more serious by the day, the chances of anything happening in time for regional campaigns this summer appear almost nil already.

Golding Transfers Base Here from West Coast

David Golding, advertising-publictiy director for Otto Preminger Prods., arrived here from the Coast yesterday and will establish his headquarters in New York at Preminger's Carlyle Prods.' Eastern offices.

Golding is making final preparations for the world premiere of "Anatomy of a Murder" at the United Artists Theatre, Detroit, July 1, and the New York opening of the picture the following day. Gov. G. Mennen Williams of Michigan notified Preminger yesterday that he would attend the picture's world premiere.

Preminger plans to start shooting his next picture, "Bunny Lake Is Missing," in New York in October. He is expected here from the Coast in about two weeks.

Theatre Reopens

ALBANY, N. Y., June 4. — Schine's Pontiac in Saranac Lake, N. Y., has reopened after a two weeks' closing for alterations.

Cinemiracle Fleets Will Tour in Scandinavia

From THE DAILY Bureau

LOS ANGELES, June 4.—Two fleets of Cinemiracle mobile equipment have been assembled, one in Holland the other in Sweden, to begin a tour of "Windjammer" in those areas, starting July 1, according to William R. Latady, foreign representative for National Theatres. The number one units are being booked in all principal cities and villages in Holland and Belgium. The second fleet units will cover the main towns in Sweden and Finland.

"Windjammer" prints have been prepared in Dutch and Flemish dialogue. This will be the first 3-panel projection seen in those areas. Latady said he expects to gross between $2,000,000 and $3,000,000 during these Cinemiracle summer tours of the Scandinavian and low countries.

In Los Angeles to finalize arrangements for additional portable booths and "Windjammer" prints for this European "barnstorming" endeavor, Latady will return to his Munich headquarters, after a week of conferences with president John B. Bertero and other National Theatres executives.

Set Dates for Films in Ford Salute at Museum

John Ford, veteran Hollywood director whose latest film picture is "The Horse Soldiers," will be the subject of an especially-programmed film retrospective entitled "John Ford—Nine Films" to be presented at the Museum of Modern Art here starting Sunday.

The museum series, a wide-ranging study of the distinguished filmmaker's career, will begin with a showing of the 1924 Ford classic, "The Iron Horse," which will be shown daily at 3:00 and 5:30 P.M. from Sunday through Saturday (June 13).

The balance of the nine-week program, during which a new film will be introduced each Sunday, includes: "Four Sons" (June 14-20), "The Informer," (June 21-27), "Stagecoach," (June 28-July 4), "Young Mr. Lincoln," (July 5-11), "The Long Voyage Home," (July 12-18), "The Grapes of Wrath," (July 19-25), "My Darling Clementine," (July 26-Aug. 1), and "The Quiet Man," (August 2-8). "The Quiet Man" will be shown only at 3:00 P.M. each day.

Gera Corp. Dividend

The board of directors of Gera Corporation, a subsidiary of Glen Alden Corporation, has declared a dividend of $1.50 per share on its $6 voting preferred stock for the quarter ending June 30, payable June 29, to holders of record at the close of business on June 15. RKO Theatres is a division of Glen Alden.

. . . NE ROUND

'Murder' Here July

Otto Preminger's "Anat Murder," for Columbia rele gin dual engagements here terion and Plaza Theatres o

Acquires Theatre Le

Harry A. Harris, operator circuit of Spanish langua in the New York metropolit purchased the lease on the San Juan Theatre on upper from Berk and Krumgold, t ty specialists. The San Jua operated for the past eigh the E. M. Loew Circuit wi of Spanish stage shows an

Invite 'Crime' to Fe

Producer Terry Sanders rector-brother, Denis, hav vited to enter "Crime and U.S.A." in the second annu ver Film Festival, to be Canadian city August 3 t The invitation was receiv D. Patterson, chairman of Film is an Allied Artists' re

'Rebel Set' New Tit

"The Rebel Set" has be as the final title for "Be E and L Production produ lied Artists by Earle Lyon ed by Gene Fowler, Jr.

'Jones' Exhibition S

Representatives of the and motion picture trade industry notables and lea art world will attend the Jack L. Gray's exhibition based on battle sequenc scenes from Warner Bros.' Jones" Monday at the Ke leries here.

The opening festivities cocktails and refreshmen served, will take place from

NEW YORK THE

RADIO CITY MUSIC
Rockefeller Center • Ci 6
DAVID SHIRLEY
NIVEN MacLAINE
in "ASK ANY GIRL
From M-G-M in CinemaScope and ME
and GALA NEW STAGE SPECTACLE "CAN

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, N Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herm Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspon principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single

udy Problems verseas Tax

THE DAILY Bureau
GTON, June 4. — The tax companies doing business l of individuals with sharp- g incomes will be included se to be studied by the s and Means Committee

Mills (D., Ark.) earlier e would start hearings No- study the possibilities of tax reform—lower tax rates broader tax base, covering e now tax-exempt. Today ed the specific topics for , and they cover just about of the individual and cor- ne tax rate structure. Ex- e excluded from the scope ngs.
in Mills' list are such sub- preciation allowances, en- expense deductions, capi- l losses, stock options, and l development costs.

t Vs. Paramount ce in the Sun'

R. Coons and Deidre filed suit yesterday in Federal District Court ramount Pictures and ney Healy charging in- of the renewal of copy- he play, "An American the Paramount film, "A Sun." They ask the court at the plaintiffs are own- pyright of the play. They enjoin Paramount from the film in any media, s sustained.
laim that in 1926 Mrs. nd, the late Patrick Ker- e play with Dreiser's ap- picture gave screen e novel. Paramount asks be dismissed on grounds to state a claim. Para- the motion picture was play, but solely on the

orms Education ient for Pathe

b) Kranz, former act- of non-theatrical sales of film Associates, on Mon- ome director of educa- es for Pathe News, Inc., ssman, president, an- orming this new depart- with an educational ad- , has categorized and xcerpts from the Frec- tion award winner, the 's Magazine of the a comprehensive library l subjects. Grouped un- headings, which include arts, natural history, , and America's herit- s are suited for school e provisions of the Na- e Education Act.







M.P. DAILY pictures

AT THE JUDGING for the 25th Quigley Grand Awards for Showmanship yesterday: at top, Harry Goldberg, Martin Quigley, Sol A. Schwartz, and J. D. Mackrell. Below left, Charles Reagan and Edward L. Hyman. Below right, James Shanahan and Eugene Picker.

Judge Quigley Awards Entries

(*Continued from page* 1)

in the 25th annual showmanship competition. The judges were:

Eugene Picker, president of Loew's Theatres.

Sol Schwartz, president of RKO Theatres

Leopold Friedman, chairman of the board, Loew's Theatres.

Ed Hyman, American Broadcasting-Paramount Theatres.

Gerald Shea, Shea Enterprises.

Charles M. Reagan, Greater Indianapolis Amusement Co.

Charles Moss, B. S. Moss Circuit.

Emanuel Frisch, Randforce Amusement Co.

Russell Downing, Radio City Music Hall.

Bob Shapiro, New York Paramount Theatre.

Robert L. Rothafel, Roxy Theatre.

James Shanahan, Loew's Theatres.

Harry Mandel, RKO Theatres.

Ray Smith, Shea Enterprises.

Harry Goldberg, Stanley Warner Corp.

Leo Brecher, Leo Brecher Theatres.

Guest of Quigley Publications at the judging was J. D. Mackrell, Associated British Cinemas' "Champion Manager of 1958," who is spending a two-week, all expenses paid vacation here.

Winners of the competition, one for large situations, one for small situations, and one for showmanship abroad will be announced next Friday, June 12.

Although the procedural rules and practise have altered somewhat through the years, the basic concept of selecting the best showmanship efforts for the year has remained unaltered during the 25 years of the Grand Awards competition. Eagerly sought after by theatre managers throughout the world the Silver Plaques representing the Grand Awards have become a symbol of outstanding promotion at the local level by the theatre manager.

1934 Winners Recalled

The winners of the first Grand Awards judging, held January 22, 1935 for the year 1934 were William Hendricks, then manager of the Warner theatre in Memphis, Tenn.; and Morris Rosenthal, then manager of Loew's Majestic in Bridgeport, Conn. Hendricks is now studio publicity manager for Warner Bros. and Rosenthal is still with the Loew circuit, now manager of the flagship Loew's Poli in New Haven. Similarly other winners down the years have gone on to higher posts and distinctions in the field of merchandising the motion picture.

The judges for that first contest are an interesting cross section of the industry of then and today. At that time the judges included the executives of distributing companies as well as circuits. The 1935 judges and their affiliations at that time were:

Neil Agnew, Paramount; Harry Arthur, Fanchon and Marco; Leon Bamberger, RKO; Paul Berger, United Artists; Mort Blumenstock, Warner theatres; Oscar Doob, Loew's; Charles Einfeld, Warner Bros.-First National; Felix Feist, MGM; Ed Finney, Monogram; Robert M. Gillham, Paramount; Eddie Golden, Monogram; Paul Gulick, Universal; Hal Horne, United Artists; Irving Lesser, Roxy theatre; Carl Leserman, Warner First-National; Frank McCarthy, Universal; S. Barret McCormick, RKO; Arthur Mayer, Paramount; Dan Michalove, Warner Theatres; Russ Moon, Fox; George Schaefer, Paramount; Moe Silver, Warner theatres; P. K. Thomajan, First Division Pictures; and Joseph R. Vogel, Loew's theatres.

PEOPLE

Oscar Doob is spending this week in Indiana making a study of the areas associated with the life of General Lew Wallace, author of "Ben-Bur," and the writing of the book, which MGM has produced as a feature film. Special footage may be shot in Crawfordsville, Ind., on the campus of Wabash College, where Wallace wrote much of the story.

□

Eloise Walter, Betty Carlin and **James Gershman** have joined the New York office of Rogers & Cowan as account executives. **Miss Walter** was formerly public relations director for Bergdorf-Goodman, and more recently coordinator for Fifth Avenue Openings, fashion promoters of American-designed Women's apparel. **Miss Carlin** comes to R&C from Ruder & Finn, where she was responsibile for a wide variety of national accounts. **Gershman,** formerly of R. H. Macy, Gimbel Brothers and Harshe-Rotman, Inc., most recently headed his own firm specializing in coordinated sales programming for retail stores and shopping centers on a national basis.

□

Fred Astaire, his life and times, is treated in the dancer's autobiography published by Harper & Brothers and scheduled for release on June 22. Titled "Steps in Time," the work covers the life of Astaire from his childhood in Omaha to the recent television show on which he won nine Emmy awards. The book includes 24 pages of photographs.

□

Mrs. Frances Spingold, widow of Nate B. Spingold, who was vice-president and a director of Columbia Pictures, on Sunday will be inducted as a Fellow of Brandeis University, Waltham, Mass. Her late husband served as a Fellow of the institution for two years prior to his death in 1958.

Dartmouth Glee Club To Appear at Music Hall

The Dartmouth College Glee Club has been engaged to appear on the stage of the Radio City Music Hall, Russell V. Downing, president of the theatre announced. Thirty members of the group, directed by Paul Zeller, will appear in the Music Hall's next stage spectacle, "Bonanza," which will open with "The Nun's Story."

The engagement will mark the first theatrical appearance of the group in its 90-year history, although it has appeared in movies, on television and radio and in concerts throughout the United States and Canada.

British Push

(*Continued from page* 1)

fact that half the earnings of British pictures now come from abroad. He also cited the decline in the number of American films available.

As a start the producers have set up a meeting with the president of the Board of Trade to discuss all possibilities of improving the facilities available to British films abroad and lifting import restrictions and controls.

Delegation to Madrid

On June 15 a BFPA delegation will go to Madrid for discussions with film importers and distributors and the Spanish Government. The British Embassy will assist in the talks.

The main points at issue in Spain include the stepping up of the quota of British films allowed in the country, which are currently restricted to 25 a year. The slowness of remittances to British producers is another problem.

The BFPA spokesman also said today the organization will participate in the Moscow Film Festival starting Aug. 3. He announced further that the group is "delighted" to welcome into membership 20th Century-Fox Productions, Ltd., and Walt Disney Productions, Ltd. which "greatly strengthens the Association's prestige throughout the world."

Previously Restricted

Entry of these groups into BFPA is the result of a recently adopted policy of opening membership to all makers of British quota films resident in the United Kingdom, irrespective of nationality. Prior to that membership was restricted to British producers.

50 Hold Over 'Hill'

United Artists' "Pork Chop Hill" is holding over for a second week in more than 50 key situations across the country. Key-city holdovers for the Melville Production include Roxy, New York; Hippodrome, Baltimore; Memorial, Boston; Buffalo, Buffalo; State Lake, Chicago; Ohio, Cleveland; Paramount, Denver; Palace, Milwaukee; Fox, Philadelphia; Keith, Washington; Golden Gate, San Francisco, and Orpheum, Seattle.

'Oscar' Presentation Okayed

(*Continued from page* 1)

prepared by Taylor Mills, MPAA information director, and Harry McWilliams, coordinator of Academy Awards promotion, was assigned to a committee under Roger Lewis, United Artists advertising - publicity director, for final production.

The presentation is expected to be ready for display in the MPAA board room here when the directors meet next around the end of the month.

Recommendations of a judging committee in the Pepsi-Cola prize contest for exhibitor promotions of the Academy Awards telecast were presented to the full committee which approved them and forwarded them to Pepsi-Cola. Winners will be announced later. There are 10 cash prizes in the contest, with a first prize of $2,000, and 15 honorable mention awards. The judging committee, consisting of Rodney Bush, Robert Ferguson, Jeff Livingston and Si Seadler, recommended that special certificates be issue to all those receiving honorable mentions.

Setup of the present field promotional committees was studied with a view to future revisions as deemed advisable, and the naming of new field chairmen. A publicity coordinating group under Phil Gerard was designated to prepare suitable material for national handling through the committee whenever developments justify nationwide press attention.

The committee decided that there would be no participation on an industry wide basis in the approaching Hudson-Champlain anniversary celebration but that individual companies may participate on their own, should they elect to do so.

The advertising-publicity directors committee also discussed regulation of public announcements of one picture's opening at a theatre in which another picture may just be getting its start, but no conclusive action was taken.

The committee approved a resolution, to be drafted in the near future, commending Harry K. McWilliams and Sid Blumenstock for their work in coordinating promotion of the last Academy Awards telecast.

152 Dates Are Scheduled For UA 'Horse Soldiers'

United Artists' "The Horse Soldiers," starring John Wayne and William Holden, will open in 152 situations across the country starting June 26, it was announced by James R. Velde, general sales manager.

The Mirisch Company presentation will have its world premiere on June 17 in Shreveport, La., where the location filming for the Civil War drama was done. Sparked by a star cavalcade headed by Wayne and Holden and backed with the full cooperation of local and state officials, the statewide premiere celebration will cover two days of receptions, historical fetes, military maneuvers, parades and special events.

Key regional bookings are being spearheaded at the local level by all-out media campaigns.

'Gold Rush' Rights Are Acquired by Lopert

Lopert Films has acquired distribution rights to Charles Chaplin's "The Gold Rush" in the United States, from the Roy Exporting Co., it was announced by Ilya E. Lopert, president of Lopert. The film has music and narration by Chaplin.

UA Albany Party Set

ALBANY, N. Y., June 4.—United Artists' 40th anniversary will be celebrated with a screening of "A Hole in the Head" at the Stanley Warner Strand Monday morning, followed by a buffet lunch, for exhibitors of the Albany territory, in the company's exchange on the second floor of the Strand Building. Burton Topal, manager for Buffalo and Albany, will be host.

Minimum Wage

(*Continued from page* 1)

is that the Senate will pass a bill, with the House deferring action until next year. Even more likely, however, would be for the Labor Committee to approve a bill, without final Senate action.

Theatre owners have made a strong plea for continuation of their present exemption from the law. Kennedy and union officials are backing a bill that would cover theatres and theatre chains grossing more than $500,000 a year. The Administration has proposed minimum wage coverage—but no overtime coverage—for those buying more than $1,000,000 a year from outside the state.

"It is clear from the testimony we have received that improvements in the wage-hour act are long overdue," Kennedy said. "Action on this important legislation should be a high priority objective for the 86th Congress."

UA Stockholders Will Meet Here on Tuesday

United Artists Corp. will hold its annual stockholders meeting on Tuesday, at the Astor Theatre, at 10:30 A.M.

Robert S. Benjamin, chairman of the board, will preside. Arthur B. Krim, president, will report on the progress of the company over the past year and and its plans for future growth in the entertainment field.

Book Two UA Thrillers

Two United Artists horror-thrillers, "The Return of Dracula" and "The Flame Barrier" open Monday on the Loew's circuit throughout the Greater New York area.

Tarzan Swings On Promotion

Tarzan, just returned fr
where his new film was s
in Hollywood is packing
cloth for a stunt-loaded
tour of the Southern U. S.
of Paramount's "Tarzan's G
venture." Little Rock, Ark.
day will be the first stop f
Scott, the movie Tarzan,
that will take him to mor
cities in six states durin
mainder of this month. He
his appearances entirely in
swinging, bow-and-arrow
from magnolia tree, theatr
or anything else, all for t
excitement and publicity f
picture.

The tour will include ir
visited a full round of tele
radio appearances and nev
terviews.

Will Appear in Seven

Scott's lobby appearanc
supplemented by stage app
seven theatres, where oper
picture will coincide with
Tarzan's arrival in their ci
advance publicity will
coming to all localities.

Tuesday will find Scott
phis. Then, through to t
the month, he will visit, ir
named, Nashville, Birmin
tol, Kingsport, Johnson Ci
Durham, Greensboro, Win
Greenville, Spartanburg,
Charlotte, Macon, Savanna
Atlanta and other Souther

'Upbeat Cavalcad

(*Continued from pag*

Warner and executive vic
Benjamin Kalmenson of
pany's 1959-60's program.
dred and thirty five delega
tend the four-day sessions
division managers, branch
and fieldmen from the
Bros. offices in the U. S. a
and various foreign brar
meeting will be the first
representatives of the com
vision, music and record
also will participate.

Conferences center on
for productions in immedi
ture release, as well as on
uled for future produc
Cavalcade also will obser
cess of the "Welcome F
sales drive, with the pres
Warner of awards to the

In addition to visiting
Bros. Studios in Burbank a
the company's stars, the de
attend special screenings
completed films.

Officials Will Deliver

During the various me
the climaxing dinner at t
sador Hotel, official Upt
cade headquarters, the de
be addressed by Warner,
and by Warner Bros. I
Pictures president Wolfe
general sales manager Ch
berg.

UA TODAY

A report by the editors of Motion Picture Daily and Motion Picture Herald of a dynamic entertainment industry company—now forty years young, illustrating its basic policies, its key personnel and its diverse, world-wide operations.

The "Fertile Soil" -how its cultivation brought success



ARTHUR B. KRIM, president of United Artists Corporation.

United Artists today has only one goal in the motion picture industry and only one function, "to induce as many creative producers as possible to make as many quality pictures as possible." Those are the words of the 49-years-young president of the company, Arthur B. Krim. That they are a derivative of a phrase in the original incorporation papers of the company, written in April, 1919 —"to improve the artistic quality of photoplays and their marketing methods"—is no coincidence.

But beyond that derivation the United Artists of today bears only the resemblance of lineage to the company that was founded 40 years ago by D. W. Griffith, Mary Pickford, Charlie Chaplin and Douglas Fairbanks. Under Mr. Krim and his associates who assumed management of the company in 1951 and control two years later, United Artists today is young, aggressive, flexible enough to meet any situation, equipped with manpower in depth, with a record of continuous and successful growth and a plan for the future based on the seeds it has planted in the past.

As Mr. Krim recalls it now, when the management group which he heads took over eight years ago, they had one basic concept, that "there is room and a need in the industry for a distributing company which would provide a fertile soil for creative independent producers." Financing such production and providing an outlet for it, after carefully appraising each project became UA's primary function. Appraising its success Mr. Krim points to the 1958 gross of $84,072,467 and net of $3,262,466, up 20% and 13½% from 1957.



". . . encourage as many producers as possible to supply us with as diversified a program as possible. . . . The more times we go to bat the more successes we have."



"We appraise the projects on the basis of the relation of the proposed budget to current market conditions.



"The result has been a steady growth which has measured up beyond our greatest expectations."

Robert Benjamin, Mr. Krim and Seymour M. Peyser, general counsel.

Pictures on these two pages by Martin Quigley, Jr.



uccess Formula: lexibility and daptability



N expert on corporate organization and management, trained and practised as a corporation attorney, Robert S. Benjamin, chairman of the board of United Artists, credits the success of the company to a flexibility of management manpower which is the antithesis of the usual corporate table of organization.

We have no hierarchy," he says, "everybody just works."

he relaxed and informal atmosphere results in a maxi- n interchange of ideas at all executive levels of the com- y and is a major ingredient in the formula which gives company amazing adaptability to changing conditions equips it to move lightly, quickly and efficiently along new avenue of policy.

hile each of the major executives of the company is ipped to operate in a specialized area, each can and s participate either in the initiation, negotiation or final roval of a production project. As Mr. Benjamin phrases We began in 1951 by offering the creative independent ducer a sound commercial appraisal of his venture. The l of our experience and knowledge of the market en- d us to do that and, as we have grown, equips us even er today."

he result is a diversified program which does not set ds nor follow them, does not force a pattern of produc- , but does take advantage of every shift in public taste. The first problem, in 1951," Mr. Benjamin recalls, "was et the money and the manpower to attract creator-pro- rs and quality pictures." That the problem was bril- tly solved is attested by the record of continuous growth oth gross and net earnings, the public financing of 1957, the most recent conclusion of arrangements for a credit 15,000,000 with Prudential and the Puritan Fund.

uring the quarter ended March, 1959, gross revenues of company were $19,300,000 compared with $16,500,000 he first quarter of 1958. The company has announced ajor releases for 1959 compared with 16 for 1958.

f UA credit Mr. Benjamin proudly says, "We have never to turn down a project because of lack of money."



ROBERT S. BENJAMIN, chairman of the board of United Artists.



"We don't sit down and 'plan' diversification. But we do try to keep the company in a position to be able to take advantage of any opportunity."



"We don't deliberately make a controversial picture. On the other hand we don't refuse to make one because it is controversial."



"Our credit has been such that we have never had to turn down a project because of lack of money."

Gauging the Market and Tailoring the Policy



"Good pictures, quality product, are returning bigger grosses and playing to bigger audiences than ever."



"We pattern our terms and shape the sales policy on the nature and quality of each individual picture and on its grossing potential."



"The pattern set by UA and the innovations we have made in the field are being followed by others."

Q P Photos

GOOD pictures, properly merchandised — a produ which happily is becoming more numerous—pl today to far bigger audiences than ever before. Th is the optimistic appraisal of today's market from William Heineman, United Artists vice-president in charge of d tribution.

With an industry career dating back to 1919, the ye United Artists was founded, Mr. Heineman came up t long road through distribution from poster clerk, throu states right exchange ownership, to sales manager for U versal, United World and Rank. But he is no less flexib adaptable to changing conditions, and unfettered by trac tion than the four associates with whom he went in partn ship in 1951 to form the new United Artists.

Distributing pictures for UA is unique, he explains, b cause, by natue of the contractual obligations with as ma as 60 individual producers, each picture must be handl separately. "Our product," he said recently, "doesn't cor out of a hopper on a volume basis nor can it be sold th way."

This attention to each picture applies to the release p tern of each production as well as to its selling.

From the standpoint of his experience Mr. Heineman h seen many changes in the industry. He believes the day the "huge barns" is fading and that they will be replac by the smaller, more intimate theatre.

In 1957 United Artists took over operation of the Ast and Victoria theatres on Broadway and they are Mr. Hein man's particular charge. Proud of his record as an exhibit he reports that the two houses have had only three losi weeks in a year and a half of operation.

Mr. Heineman contemplates the year ahead with a gre deal of pleasure — a product line-up of 29 blockbusters, t strongest in UA history and matching anything the indus has seen in a 12-month period.

Mr. Heineman and James Velde, general sales manager, seated center and right, with producers' representatives George Schaefer, Seymour Poe, David E. Weshner and Morris Lefko.



Continuity of Thinking rom Script to Ads

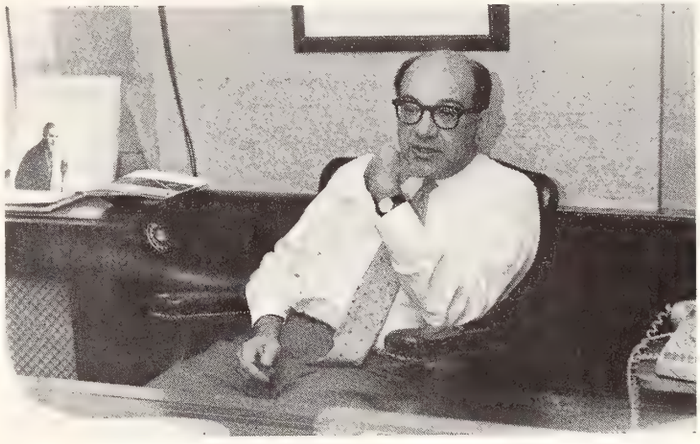


"We set out to create a vessel for the financing, merchandising and distribution of pictures and have become a catalyst for the rest of the industry."



"Last year was our biggest yet and this one will be bigger. We've had a constant growth."

Q P Photos



"The business will change but motion pictures will always be the entertainment industry and that's what we're in."

Max E. Youngstein, United Artists partner and vice-president, occupies a position at that company which is unique in the dustry. Sitting at a point in the company's operaons where production projects come to be recomended for financing, rejected, postponed or inited, he normally is the first person to analyze a ven project on the basis of its cast, budget in relaon to market conditions, story content and whether not that content will be what the public wants months from then.

"There has always been in this industry," he said cently, "a line of demarcation where the thinking the producer—the creative minds—and the thinkg of the men who later on would have to merandise the picture would meet as strangers. At nited Artists we've broken down that demarcaon by working with the producer from the inception of the project. We've achieved a continuity of thinking nich enriches the film, saves money, and makes life easier.

"Some pictures of course have 'natural draft' but others ed the benefit of the merchandising approach right from ir inception. Our approach is a logical progression from r original concept of 'creating a vessel for the financing, rchandising and distribution of pictures'."

At UA, Mr. Youngstein explained, this thinking goes a uple of steps further. Distribution, under William Heinem, and the foreign sales, publicity and promotion areas der Arnold Picker, also participate in this "continuity of nking," so that from the time a project is conceived there a constant interchange of thought at these levels.

And beyond that the line of merchandising and promoon extends to book publishers—"working with them even the extent of participating in the cost of book promotion" nd, of course, to records through United Artists Records of which Mr. Youngstein is president and guiding hand.

Two other facets of the UA operation distinguish it in the modern motion picture industry. The company has youthful manpower in depth. Roger H. Lewis is now national director of advertising, publicity and exploitation; David Picker, Mr. Youngstein's executive assistant, recently was made executive vice-president of the record company, and beyond these there is a complete echelon of executives-in-training.

And there is long range planning for the future. On Mr. Youngstein's desk during a recent interview there was a docket of some 40 major motion picture projects in various stages of preparation or negotiation, carrying production planning into 1960 and 1961.



Mr. Youngstein interrupts a conference to examine approvingly a sample ad shown him by Roger H. Lewis, national director of advertising, publicity and exploitation.

Bringing a "Global Focus" to United Artists Operations

Arnold Picker applies the policy of "integrated thinking"



Q P Photos

"UNITED Artists' growth around the world has been a dynamic, vital, exciting thing." That is how Arnold M. Picker, partner and vice-president in charge of foreign distribution begins the story of UA abroad. "We started in 1951 with no pictures," he said in his office last week between trips abroad. "Today in situation after situation exhibitors and circuit executives consider UA a vital part of their business. In many spots we have 100 per cent of the playing time. Our MPEA license factor has grown steadily and in many countries where there are no basic limitations we are the one basic line of supply for exhibitors."

As a result, Picker said, the annual foreign gross now represents 45 per cent of UA's total gross. To illustrate this growth he cited the foreign gross for 1951, which was $4,740,000, as compared with $32,365,000 in 1958. And foreign grosses continue to boom in 1959. They are up a big 25 per cent for the first quarter over the corresponding quarter in 1958. Based on returns thus far foreign grosses for 1959 are confidently expected to increase by from 25 to 30 per cent over last year, which set a record.

The flexibility and integrated thinking which mark the operations of the company in other areas extend most pecially to the foreign department. Mr. Picker, worki closely with the other four partners, brings to producti planning a "global focus."

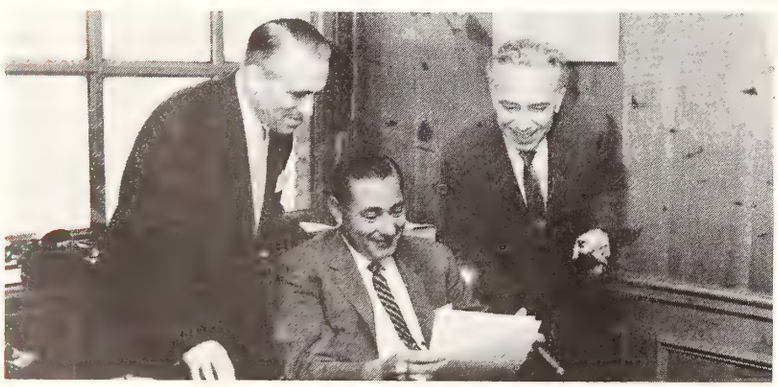


ARNOLD M. PICKER, vice-president in charge of foreign distribution of United Artists Corp.

As television spreads around the world United Artis and with it the American industry, will evolve into a "g bally diversified entertainment entity," this dynamic you executive believes. "People who consider only the U.S. m ket in their planning make a colossal mistake," he adde "Our customers are everywhere in the world and we ha the know-how."

To achieve this he believes American industry executiv will broaden their outlook, travel and learn the reactions a ways of countries other than our own, and, in a sense, wo toward the "global focus."

Louis Lober, general manager of the foreign department, and Sammy Cohen, foreign publicity manager, look over Mr. Picker's shoulder at a cable from Dublin heralding the success of "Shake Hands With the Devil."



Mr. Picker with Monty Morton, managing director of UA in Great Britain.



EXECUTIVE

In the United Artists corporate organization there is, in the words of one executive, "no hierarchy, everybody just works." Below the five executives who have come to be known as "the partners," the vice-presidents in charge of various areas of corporate management function with maximum autonomy.



HERBERT L. GOLDEN, vice-president in charge of operations and president of UA-TV.



ROBERT F. BLUMOFE, vice-president in charge of west coast operations.



CHARLES SMADJA, vice-president in charge of European production.



SEYMOUR M. PEYSER, vice-president and general counsel.



LEON GOLDBERG, left, vice-president and treasurer.



JOSEPH ENDE, right, vice-president and controller.



LYA E. LOPERT, right, president of Lopert Films, subsidiary of United Artists.



ELIOT HYMAN, right, president of United Artists Associated, the UA arm which owns the Warner backlog and other films for television. At far right, R. G. Clipp of Triangle Stations.

IA Today

Quigley Publications

EXECUTIVE

The Domestic Sales Organization

Three Division Staff Assures Flexibility for Maximum Impact



JAMES R. VELDE, general sales manager

ORGANIZED for maximum impact the domestic sales organization of United Artists, under James R. Velde, general sales manager, shows the flexibility and team coordination which characterize the other operations of the company.

"We are a service and we are constantly trying to improve that service," Mr. Velde said last week explaining the operation of the department.

Because of the nature of the operation—multiple deals with many individual producers—terms and contracts are subject to final approval by producers' representatives. Nevertheless UA men in the field are given considerable responsibility to initiate deals based on the potential of each theatre or situation.

Because of this final approval in the home office, the sales executives must have deep knowledge of each situation and because of it, also, there are varying patterns of release for each picture. This becomes a virtue because closer attention is paid to the potential of each picture and closer study given to the best methods of releasing it.

Last February, in order to facilitate this kind of operation, the sales organization was realigned in three major divisions —Eastern and Canadian; Central and Southern; and Western—under Milton E. Cohen, Sidney Cooper, and Al Fitter.

Mr. Cohen's Eastern and Canadian division includes Boston, Buffalo, New Haven, Philadelphia, Cleveland, Calgary, Montreal, St. John, Toronto, Vancouver and Winnipeg. Mr. Cooper's Southern and Central division includes Charlotte, Jacksonville, Atlanta, New Orleans, Dallas, Detroit, Cincinnati, Indianapolis, Pittsburgh and Washington. The Western division under Mr. Fitter includes Seattle, San Francisco, Los Angeles, Salt Lake City, Denver, St. Louis, Omaha, Kansas City, Minneapolis and Milwaukee.



THE SALES CABINET. Seated, William J. Heineman, vice-president in charge of distribution, and Mr. Velde. Standing, Sidney Cooper, Central and Southern division manager; Milton Cohen, Eastern and Canadian division manager; and Al Fitter, Western division manager.

Mr. Fitter, Mr. Velde and Mr. Cohen explain the teamwork that makes the UA sales organization work.

Q P Photos



The divisions each have two district managers with Gene Tunick and Charles S. Chaplin in the Eastern and Canadian division; James Hendel and William Hames in the Central and Southern division; and Ralph Clark and F. J. Lee in the Western division.

The realignment gives the sales department a broader base of operation and more effective coordination.

Reflecting on the changing nature of the industry, Mr. Velde believes the most important change has been in the breaking of the traditional playoff pattern. "Exhibitors today are holding over pictures," he said, "giving the important pictures a real chance to show their drawing power.

"There are more and more so-called saturation bookings and these can be a good thing with some pictures but the release pattern must be flexible enough to accommodate many kinds of pictures."

Right now, Mr. Velde revealed, distribution campaigns are being formulated for what promises to be the most exciting six-month period in UA history. "We have the product, the selling power and the drive."

Advertising, Publicity and Exploitation

Autonomy for department gives freedom to develop techniques

AT United Artists the advertising, publicity and exploitation department is not subsidiary to either the sales or the production departments but functions on an equal plane with both. That unique co-equal status, in the opinion of Roger H. Lewis, national director of the department, facilitates liaison between all three areas and results in hard-hitting and unusual campaigns.

With promotion an integral part of UA's approach to the distribution of a picture, the producers and stars with whom the company deals have become aware of the importance of thorough merchandising of the film on all levels. "By establishing this awareness in their minds," Mr. Lewis said recently, "we are better able to get the kind of material and cooperation necessary to penetrate the broadest possible audience.

"In today's market it is most important to have production people working and thinking in terms of merchandising the picture before as well as after it is completed," he continued, citing instances in which both stars and producers, who had always previously been reluctant to cooperate with publicity and promotion projects, had been converted to enthusiastic cooperation.

"The basic problem, of course, is how to tell your audience you have a picture they'd enjoy seeing," he continued. "But in today's market there's a new product every day, each requiring a fresh approach and fresh thinking. We are constantly on the alert for new methods and techniques to generate the proper level of audience interest."

Among new concepts which have helped develop audiences the youthful promotion executive listed advertised previews on a national basis and special screenings for particular groups, extensive off-the-amusement page advertising many of them aimed at selected groups or levels of readership, and specialized radio and disc jockey campaigns. As examples of concepts developed uniquely at UA he cited a recent convention of field exploitation men, the close liaison between departments, and the relationship between the domestic and the foreign publicity departments — an area where the information exchange results in "global thinking."

Returning to the theme of "specialization," he said, "Public responsiveness changes, and no two features demand precisely the same kind of handling."

Musing on some of the problems of today, Lewis cited two areas in which the company is trying to develop more effective merchandising. UA is now experimenting with a number of methods of making TV a more potent pre-selling tool. Home office executives are taking to the field more often than ever before to discuss promotion with exhibitors.

Summing up, proudly he said, "There's no retrenchment here at UA."



"Carrying the message to the movie market is more than anything a matter of alertness and flexibility."



"In today's market it is most important to have production people working and thinking in terms of merchandising before as well as after production."

Q P Photos



"There's no retrenchment here at United Artists."

ROGER H. LEWIS, national director of advertising, publicity and exploitation, outlines a national promotion campaign at a press conference with Joseph Gould, advertising manager; Mori Krushen, exploitation manager; Mort Nathanson, publicity manager, and Fred Goldberg, Mr. Lewis' executive assistant.



Selling UA Films to Exhibitors across the U.S. and Canada

Making the deals, setting the terms, confirming the dates for United Artists pictures across the broad United States and Canada are the men in the exchanges, the branch managers and salesmen who are the exhibitors' primary contact in the buying of product. These pages show them working with exhibitors.

ATLANTA



Roy Martin Jr., Gene Goodman, Atlanta branch manager; W. C. Hames, district manager; Johnnie Harrell, buyer for Martin circuit.

BOSTON



Harry Segal, branch manager; Winthrop Knox, Jr., Granada, Malden; Ken Robinson, UA sales; Al Lourie, Lourie Theatres; Ben Greenberg, Stadium Theatre, Woonsocket.



Boston exhibitors, above right, meet Harry Segal, UA branch manager prior to a trade screening of "A Hole in the Head," Henry Schwartzberg, buyer, American Theatres; Sam Pinanski, president A.T.C.; Hy Young, independent buyer; Mr. Segal and Sam Seletsky, buyer for the B & Q circuit.

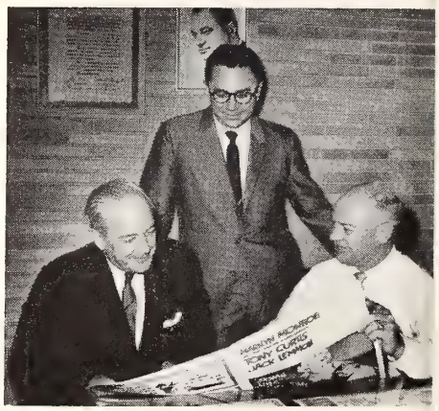
BUFFALO



V. Spencer Balser, buyer and booker, Basil circuit; George McKenna, general manager Lafayette theatre; Burton Topal, Buffalo branch manager; Howard McPherson, Buffalo salesman.

CHARLOTTE

Ernest G. Stellings and Jim Gilland, Stewart & Everett circuit; right, with Harold Keeter, Charlotte branch manager.



CALGARY

Robert Radis, Calgary branch manager, left, and J. B. Barron, president and managing director of Odeon Calgary Theatres.



CHICAGO



David Wallerstein, president of Balaban and Katz, seated. Standing, Harry Goldman, branch manager; Sid Rose, sales manager and Harry Lustgarten, vice-president and buyer, B & K.

Dudley Gazzola, Imperial theatre; Ronald Kullman, Harding, Pickwick and Park Ridge theatres; Jack Clark, Tiffin theatre; Harry Goldman, branch manager; Sid Rose, UA sales manager; Ben Stein, Rockne theatre; Henry Stevens, State theatre; William Charukis, Montclair theatre; and seated, Jack Kirsch, president of Allied of Illinois.



CINCINNATI



Charles Schroeder, UA sales manager; Phil Borade, Tri-State theatres; Jack Finberg, UA branch manager; William Borade, Tri-State.



Ruben Shor, head of the Shor circuit and Jack Finberg, branch manager.



DES MOINES

Standing, right, Harold Kimmel, sales manager; Gary Sandler, Sandler Theatre Enterprises; A. Don Allen, president Tri-State Theatres; M. E. Lee, Central States Theatre Corp., buyer.



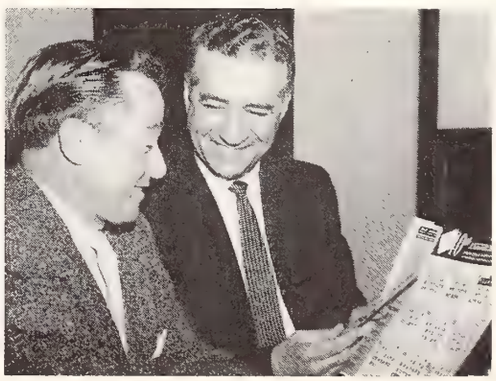
DENVER

Above, Dave Davis of the Atlas-oz Amusement Co. and Martin R. ustin, branch manager, Denver.

At right, Martin R. Austin, Denver branch manager and Tom Smiley, head of Wolfberg Theatres.

Far right, Wilbur Williams, owner of Flatirons, Holiday and Motorena drive-ins of Boulder, Col., with Mr. Austin.





DOMESTIC SALES

DETROIT



Jim Hendel, Central district manager; Woodie Praugat, president United Detroit; Milton Cohen, division manager. Standing: Morrie Weinstein, Detroit sales manager and Tom Byerle, buyer for United Detroit.



INDIANAPOLIS

Morris Cantor, buyer for Cantor Amusements concludes a deal for "Around the World in 80 Days" with Herman Black, city salesman, and Ross Williams Indianapolis branch manager.

Ross Williams, Indianaolis branch manager, below, discusses product with Marc Wolf, head of the Y. & W. Management Corp.; Rex Carr, buyer, and Sol Greenberg, booker.



JACKSONVILLE



Above right, Byron Adams, Jacksonville branch manager, and Harvey Garland, Florida State Theatres.



L. A. Panza, UA salesman and R. Bailey, Blountstown Drive-in, Blountstown, Fla.

KANSAS CITY



Richard Durwood, buyer for the Durwood circuit Lloyd Morris, buyer, Commonwealth circuit; Ralph Amacher, branch manager Kansas City; and Winston Brown, drive-in buyer for Commonwealth.

LOS ANGELES



William Wasserman, L. A. Sales manager, left; Richard Carnegie, branch manager; William Warner, booker; Dan Polier, head booker for Fox West Coast and Ralph Clark, western district manager.



Rollin Gunderson, left, head booker Bert Pirosh, buyer for Pacific Drive-ins; Richard Carnegie, branch manager; and Ralph Clark, district manager.



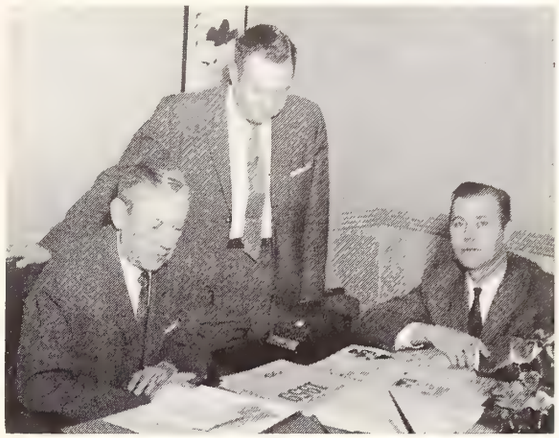
Richard Carnegie, L. A. branch manager; Jack Katz, salesman; Robert Benton, buyer for Sero Theatres.



John Farley, Theatre Associates Inc.; Carl Olson, Minneapolis branch manager; Jack Kelvie and Tom Burke of Theatre Associates.

MINNEAPOLIS

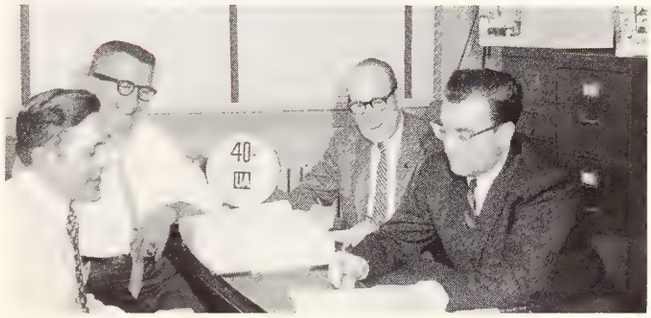
John A. Branton and Donald G. O'Neill of Minnesota Amusement Co., and Carl Olson, branch manager.





Bob Lester, film buyer for Fox Wisconsin, and Joe Imhof, Milwaukee branch manager.

MILWAUKEE



Al Jahncke, UA booker; Ken Siem, UA office manager; Joe Imhof, branch manager; Ange Porchetta, buyer and booker for Capital Service, Inc.

MONTREAL



S. Kunitsky, Montreal branch manager, confers with G. Destounis, vice-president and buyer; W. Robinson, booker, and W. Lester, president, of United Amusement Corp.

NEW HAVEN



Seated: I. J. Hoffman, Conn. Theatres; Irving Mendelson, New Haven branch manager; Lou Brown, Loew's Poli. Standing, Max Hoffman, Bernard Hoffman and Morton Katz, all of Connecticut Theatres.

NEW YORK

Larry Morris, vice-president of B. S. Moss Theatres; Myron Starr, New York salesman and Milton Schneiderman, salesman.



Bill Hartman, salesman; Bernie Myerson, film buyer Fabian Theatres; Ed Fabian and Bud Edele, New York branch manager.



OMAHA



Standing, F. J. Lee, UA district manager. Seated: Irwin Dubinsky, Dubinsky Theatres; Ralph Blank, Blank Theatres; D. V. Lucas, Omaha branch manager.

PHILADELPHIA



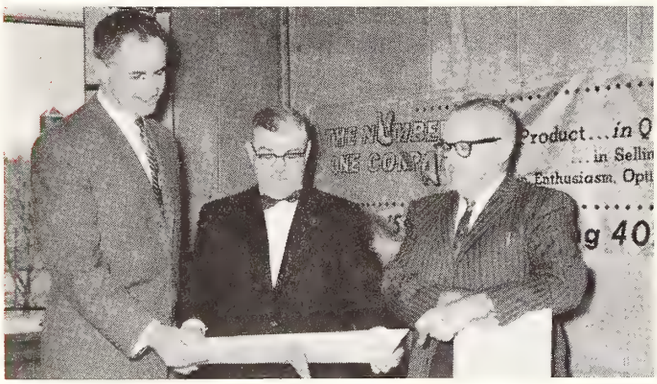
Henry Goldman, Stanley Warner; Gene Tunick, eastern district sales manager; Frank Damis, vice-president Stanley Warner.



Charles MacDonald, York, Pa., and Al Glaubinger, Philadelphia branch manager.

ST. JOHN

Below, I. J. Davis, St. John branch manager; Joshua Lieberman and Mitchell Bernstein, of the B & L circuit.



SALT LAKE CITY

Below, Earl A. Stein, Simons Amusement Co.; Art Jolley, Golder Theatres; Warren Bunting, Utah Drive-in Theatres; John Krier, Intermountain Theatres and W. A. McKendrick, Salt Lake branch manager.





SAN FRANCISCO

Above, C. Frank Harris, San Francisco branch manager, and Fred Dixon, United California Theatres.

At right, Charles Maestri, Affiliated Theatres, and C. Frank Harris, branch manager.

Far right, Rotus Harvey, Westland Theatres; James Chism, Jesse Levin, General Theatrical; Rhodda Harvey, Westland Theatres and Mr. Harris.





ST. LOUIS



Ed Stevens, St. Louis branch manager; F. J. Lee, UA district manager, seated; Lou Jablonow, Jablonow Theatres; Izzy Wienshienk, Publix Great States; Wesley Bloomer and Tom Williamson, Bloomer Amusement Co.; Tommy James, James circuit.

Below, Tony Beninati, St. Louis salesman; Norman Paul, Carlinville, Ill.; and Mrs. Frieda Paul.





Left, at the Memphis sub-branch are Dick Lightman, Herbert Kohn and M. A. Lightman, Jr., Malco; and Tony Tedesco of UA.

SEATTLE

Right, Bud Saffle, Saffle's Theatre Service; Norris Hunt, Shearer circuit; Douglas J. Forbes, Hamrick theatres; Maurice Saffle and Frank Christie, Evergreen circuit. Seated: Robert M. Hazard, Seattle branch manager.



TORONTO



Bob Eves, Ben Goldsaler, J. J. Fitzgibbons, president; Rube Bolstad and Bob Myers, all of Famous Players Canadian, with C. S. Chaplin, Canadian district manager for UA.



Harvey Hunt and Chris Salmon of the Odeon circuit; C. S. Chaplin, Canadian district manager and George Heiber, Toronto branch manager. Seated is Frank Fisher, general manager of Odeon.

PITTSBURGH



John A. Zomnir, Pittsburgh branch manager; Saul Bragin, Stanley Warner; Marvin Samuelson, Stanley Warner.

VANCOUVER



Gerry Sutherland, British Columbia supervisor of Odeon; Harry Wolfe, Vancouver branch manager; and Owen Bird, West Coast Booking Ass'n.

Under the leadership of Roger Lewis, national director of advertising, publicity and exploitation, the advertising department at UA knows of any given production from its inception and starts making its plans from that point. The personnel of the department is shown here at work.



A brainstorming session with Fred Goldberg, executive assistant to Mr. Lewis presiding and Mr. Lewis at left, considers plans for a campaign with the entire staff.



The roughs approved, the Monroe Greenthal agency staff goes to work. Standing, Monroe Greenthal.



Mr. Lewis looks at central art for ad on "The Horse Soldiers." At right is Joseph Gould, advertising manager.



Hy Carnow, press book editor, discusses ideas with Mr. Gould, Harry Goldstein, assistant advertising manager and Marvin Fish.



Left. Mr. Gould explains the art work roughs on material for "Shake Hands with the Devil."



Nat Lax, production manager, seated, with Don Rann, assistant.

Below. Arthur Weinstock of Herb Jaediker's art department prepares a rough.





Left. Milton Skolsky with Hy Carnow, press book editor and Milton Silver.

One of the reasons for the flexibility and adaptability shown by every department at United Artists is the close liaison maintained between departments and the constant interchange and flow of information and ideas. With the advertising and publicity department on an autonomous level with the sales department, the latter is promotion minded and no project goes through the company without the close interlocking of every department. Illustrating this is the discussion group at right, with Phil Gettelson, central and southern division contract manager, and Roger Lewis, national director of advertising, publicity and exploitation, presiding at a joint sales-advertising luncheon.



Below, Jonas Arnold, in charge of exhibitor promotions, with the saddle bag kits of promotional material prepared for "The Horse Soldiers."





Typical of the innovations launched by UA is the most recent announcement of the sponsorship of the Floyd Patterson-Ingemar Johannsen fight for the benefit of "The Horse Soldiers". Above are Martin Rackin, producer of the film; Roger Lewis, James Velde, UA general sales manager; and Irving Kahn, president of TelePrompTer which sold the radio rights.

Right, Joseph Gould, third from left, presents scholarships for the best film advertising art to students of Pratt Institute.





Alan Begman, radio announcer, with orge Suski, president of Suski Productions, makers of radio spot material.

Painting by Harry Schaare, right, one of two original art works prepared by well known American artists to be used for ads, posters, accessories and album sleeves for "The Horse Soldiers". The second is by Symeon Shimin. Both will provide the basis for a series of full page four color ads to be appearing in the Pictorial Review supplement in June.



The publicity department, working i coordination with sales and advertising develops the newspaper, radio, TV, rec ord and trade excitement which build a picture to opening dates and success ful run.



Fred Goldberg, executive assistant to Roger Lewis, Mort Nathanson, publicity manager, and Burt Sloane, left, assistant publicity manager, preside at a brainstorming session of the publicity staff. This is where campaigns are born.



At right, Mr. Nathanson and Mr. Goldberg look over a bale of foreign press cuttings garnered by Lois Weber, promotion director for "Solomon and Sheba."

ON THEIR ROUNDS



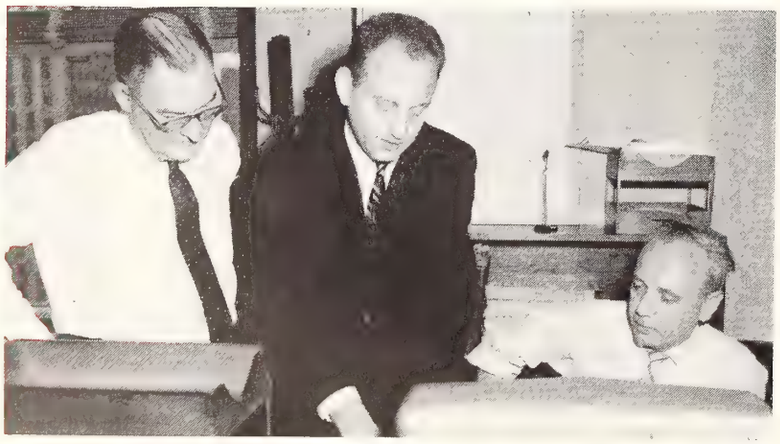
Left, Tess Michaels, magazine contact, on her way to Time and Life.



Right, Stan Brody, newspaper contact, talks to Nick Lapole of the New York Journal American.



Right, Buddy Young, radio and TV contact, with Henry Frankel, talent coordinator for the Steve Allen television show.



Harvey Matofsky, trade press contact, makes his approach to Sherwin Kane, left, editor of Motion Picture Daily, and James D. Ivers, managing editor.



Right, Suzanne Nicoll, syndicate and wire service contact, makes plans for a campaign.



Robert Rothafel, left, managing director of the Roxy eatre, with Fred Goldberg and Mort Nathanson at e Roxy opening of a United Artists picture.



The still department, supplying the important otographs for publicity campaigns, is staffed by Terry mill and John Sutherland.



Mort Nathanson, above ht, confers with Arthur nton of the Blowitz askel public relations of- e which handles many producers.

Below, Sammy Cohen, right, foreign publicity manager, points out a spot on the map to his assistant, Larry Schneider.



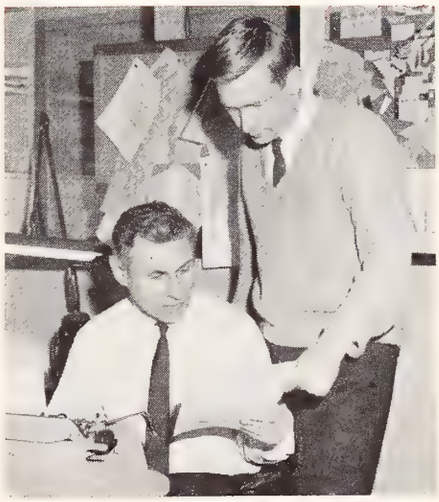
Some of the results...



Special screenings for particular groups constitute a technique developed to a high degree by the UA publicity department. Typical of these is the one at right with Fess Parker and Wendell Corey distributing gifts to underprivileged children of New York at the Astor theatre. The picture was "Alias Jesse James." Bob Hope, scheduled to appear, was prevented by illness and Parker and Corey substituted for him.



Publicity extends to all levels. At left General Ulysses S. Grant III presents certificates of commendation to John Wayne and William Holden for "The Horse Soldiers." The presentation, in Washington, was in connection with the start of the Civil War Centennial.



The publicity department turns out a vast amount of written material, all of it passing through the hands of Walter Waldman, copy chief. Standing is Val Coleman, feature writer.

Lige Brien, below, is director of special promotions.



...in the home office

Stemming from both advertising and publicity, the exploitation department works with exhibitors on setting up city and regional campaigns, with manufacturers on merchandising tie-ins, with radio, television and newspapers in each area.

Roger Lewis, director of advertising, publicity and exploitation, looks at a saddle bag kit of promotional material with Mori Krushen exploitation manager.





Mori Krushen, head of the exploitation department with Al Fisher, his assistant.

Paul Ross of the Rogers & Cowan public relations office, confers with Bernard E. Youngstein, liaison between UA Records and the exploitation men in the field.



...in the field



SALT LAKE

Bill Prass, above left, field exploitation man through the west, confers with Warren Bunting of the Lyric Theatre, Salt Lake City, on campaigns for the openings of "Pork Chop Hill" and "The Horse Soldiers."



At right Mr. Prass goes over a set of stills with Howard Pearson, drama editor of the Salt Lake Deseret News.

LOS ANGELES



Above, Bill Sholl, field representative in Los Angeles, discusses long range plans for "The Horse Soldiers" with William H. Thedford, Pacific coast division manager for Fox West Coast.



At right, Mr. Sholl pitches hard for a special layout in the Los Angeles Sunday Times with Sunday art editor Wally Guenther.



EW ENGLAND

Joe Mansfield, New England field man, meets with Charles E. Kurtzman, northeast zone manager for Loew's theatres, and Karl Fasick, Boston publicity director for Loew's, on plans for "Shake Hands with the Devil."



IID-EASTERN

Max Miller, mideastern fieldman, plants material for "Pork Chop Hill" with Al Rubin, amusements and feature editor of the Philadelphia Daily News.



In mid-afternoon Addie makes a stop at the largest book dealer in town to get better display space for "Some Like It Hot," "Ten Seconds to Hell" and "Naked Maja." In between were visits to newspapers and radio contacts and to follow is a disc jockey program visit.

CHICAGO



Wally Heim, Chicago field man, sets up an ad campaign with an exhibitor for "Alias Jesse James." Left to right, Del Lawler, chief artist, and Ed Seguin, director of advertising and publicity, for the B & K circuit, with Mr. Heim.



SAN FRANCISCO

Murray Lafayette, in San Francisco, outlines a campaign for "Shake Hands with the Devil" with Mark Alling, manager of the Golden Gate theatre which will play the Cagney feature.

NEW ORLEANS

H. M. "Addie" Addison, roaming the southern territory, spends a day in New Orleans. Below, he works out campaign ideas on dates for "Alias Jesse James," "The Naked Maja" and the holdover weeks on "Some Like It Hot" with Rodney Toups, manager of Loew's State.



Pictures Producers Stars

. . . as the camera followed production and promotion on set, location and tour



Shake Hands with The Devil

This Pennebaker production starring James Cagney was made i Ireland and is just now being released. Michael Anderson directe with George Glass and Walter Seltzer, executive producers. Above are Don Murray, Cagney, Dana Wynter (with back to camera), and Anderson during a break in the shooting on Wicklow Head.



Pork Chop Hill

Real and reel heroes of the Korean War battle of Pork Chop Hill, and their wives, hold a reunion at the premiere of the Melville production at the State-Lake in Chicago. Left to right are Capt. Joseph G. Clemons, Jr.; Mrs. Clemons, Gregory Peck and Mrs. Peck. Capt. Clemons was technical adviser for the picture and was the commander of the heroic platoon which took and held the hill in the closing moments of the war. Sy Bartlett produced and Lewis Milestone was the director.



Hole in the Head

ank Capra shows Frank Sinatra and sensational new youngster, Eddie es, how it should be done during ting of a scene in "A Hole in the ," the comedy about a Miami hotel r. Supporting Sinatra in addition to es are Edward G. Robinson, Eleanor er, Carolyn Jones, Thelma Ritter and an Wynn. Capra produced and di- d for Sincap. Release will be in mid-

The Horse Soldiers

This Mirisch Company production stars John Wayne, William Holden and Constance Towers, shown below listening to director John Ford expound a point during shooting on location. John Lee Mahin and Martin Rackin produced the Civil War story about Col. Benjamin Grierson's troop of Union cavalry who raiaed a rail head deep in Confederate territory. The supporting cast includes Hoot Gibson and Althea Gibson. Release is set for mid-June.





At left, Leon Roth, vice-president of Mirisch Company; Roger Lewis, director of advertising, publicity and exploitation for UA; David Weshner, producer's representative and Martin Rackin, co-producer examine a Civil War saddle bag which will be used for exploitation kits on the picture. A campaign tied in with the current Civil War Centennial is planned.



The Wonderful Country



This M.P.L. production will star Robert Mitchum, Julie London, Gary Merrill, Jack Oakie, Leroy "Satchel" Paige, and Albert Dekker. Chester Erskine produced and Bob Parrish directed the story which is based on a novel by Tom Lea. At right Parrish confers with Mitchum and Oakie on the set during location shooting.



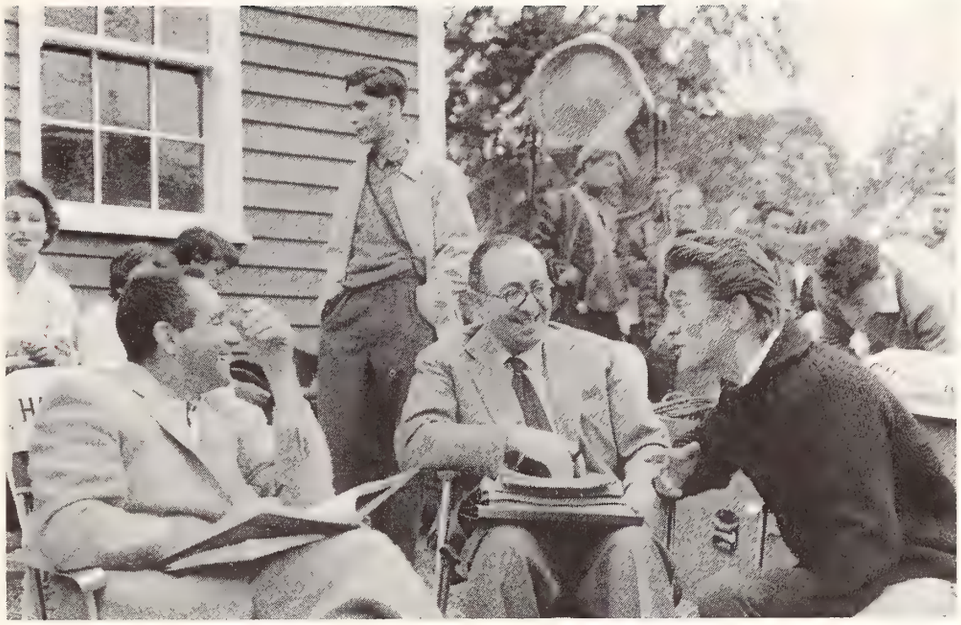
The Unforgiven

A Hecht-Hill-Lancaster production directed by John Huston, this western in color and Panavision features an imposing cast headed by Burt Lancaster and Audrey Hepburn. The story of the old Southwest is from a novel by Alan LeMay. Following the action shot at left the cast relaxes, below. Facing John Huston, at the camera, are Lancaster, Miss Hepburn, Charles Bickford, Doug McClure, June Walker, Kipp Hamilton and Lilian Gish. In the cast in addition are Audie Murphy, John Saxon, Joseph Wiseman, Albert Salmi, Carlos Rivas and Arnold Merritt.



he Devil's Disciple

eorge Bernard Shaw's classical satire the American War of Independence been made by Hecht-Hill-Lancaster UA release around Labor Day. It stars t Lancaster, Kirk Douglas and Sir rence Olivier, with Jeanette Scott in feminine lead; is directed by Guy ilton and produced by Harold Hecht ssociation with Bryna Productions. At t, at a script conference on location producer Harold Hecht, script writer n Dighton and star Kirk Douglas at g Park, the Hertfordshire estate of Rothschild family.





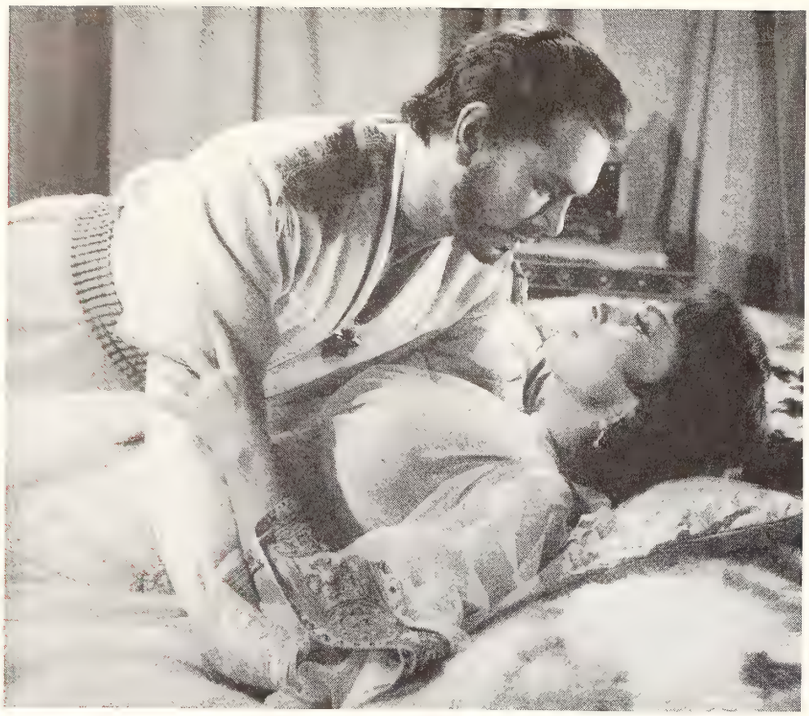
Odds Against Tomorrow

Harry Belafonte is the star of his own Harbel Productions' "Odds Against Tomorrow" with Robert Ryan, Shelley Winters, Gloria Grahame and Ed Begley. The picture is from the William McGivern best-seller. Participating in a press conference at the Gold Medal studio in New York where the picture was made are Phil Stein, executive producer for Harbel; Robert Wise, producer and director of the film and Academy Award nominee for "I Want to Live;" Belafonte and Ryan.

On the Beach

Gregory Peck and Ava Gardner, shown at right with Stanley Kramer, producer-director, star with Fred Astaire, Anthony Perkins and Donna Anderson in this Kramer Productions adaptation of the Nevil Shute novel for UA release. Location shooting was done in Australia and in California.





Solomon and Sheba

The Biblical and historical story of Solomon and Sheba will be an Edward Small Production in Technirama and Technicolor with King Vidor directing from a screenplay by Anthony Veiller and George Bruce. The stars are Yul Brynner and Gina Lollobrigida. George Sanders and Marissa Pavan co-star.





Happy Anniversary

Photographed in New York, this Joseph Fields production, directed by David Miller, will star David Niven, Mitzi Gaynor, Carl Reiner and Monique Van Vooren. Above on the set of New York studio are the director, David Miller; Niven; and Joseph Fields.

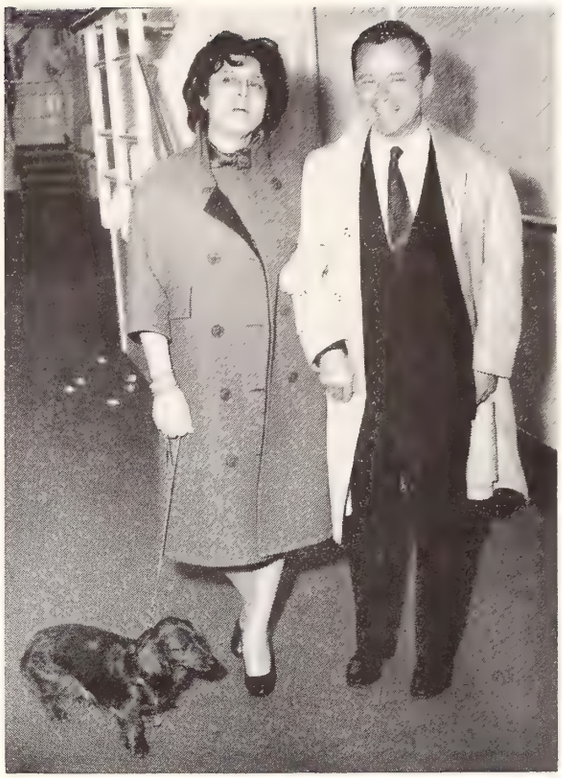
The Gallant Hours

The story of Admiral William "Bull" Hal hero of the war in the Pacific has b adapted in this Cagney-Montgomery Pro tion film from a screenplay by Beirne Jr. Now before the cameras in Hollywoo stars James Cagney, Dennis Weaver, Tremayne and Ward Costello. Below Cag and producer-director Robert Montgon are shown with Admiral Halsey visiting set.









The Fugitive Kind

Rehearsals for this Martin Jurow-Richard Shepherd production begin next week in New York for this story, based on the Tennessee Williams play. Principals will be Marlon Brando and Joanne Woodward, above, with Anna Magnani, who is shown at right arriving in New York for the shooting with Martin Jurow, co-producer. Sidney Lumet will direct.



Exodus

Otto Preminger, even though production has not yet begun on his film version of the best-selling novel "Exodus," nevertheless participates in pre-production publicity for the Carlysle Productions film. At left he is interviewed for a Hartford radio program at a meeting of the Mothers Club of the city. The cast has not yet been selected for the picture which is scheduled for production in 1960.

he Gladiators

Yul Brynner's own company, Alciona roductions will make this best selling ovel for UA release. Shown at a press onference announcing the $5,500,000 roject are Roger Lewis, UA director of ublicity, advertising and exploitation; aul Radin, executive vice-president of lciona; Brynner who will star in the pic-re; and Max E. Youngstein, vice-presi-nt of UA. Martin Ritt will direct for lciona.



Breaking Into the Record Field



Constance Towers, star of "The Horse Soldiers," recording an album of ballads promoting the film.



The sax section of the band giving out "The Jazz Soul of Porgy and Bess" for United Artists Records.



Mrs. Eleanor Roosevelt narrating "Israel Speaks," an album of the speeches of Israeli Ambassador Abba Eban.



Diahann Carroll, UA Records singing star, recording "Porgy and Bess." Andre Previn is at the piano.



David V. Picker, executive vice-president of UA Records, with Lester Lees, director of sales and sales promotion.

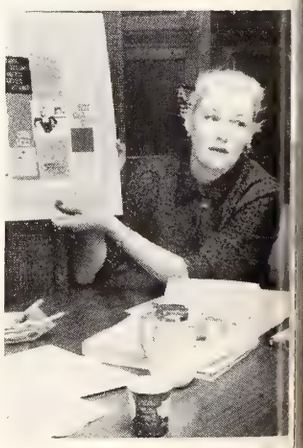
EVIDENCE of the fact that it is by no means an offsho but an important factor in United Artists' policy diversification in the entertainment business, Unite Artists Records now catalogues releases which range throug classical, popular, rock and roll, jazz, blues, folk songs, sho tunes, sound tracks and oral presentations of speeches an stories.

Max Youngstein, whose special charge the new and lus infant is, reported last week that after 16 months of oper tion the company has been in the black for the last fou months and that during that period it has released almost 1(albums, LP's and EP's covering all categories, most of the available in both monaural and stereo editions. In one recer week 11 LP's were added to the catalogue.

An essential function of United Artists Records is to su ply an avenue of cross promotion for UA pictures. Releas in this category so far have included original sound track albums for "The Big Country," "I Want to Live," "Shake Hands with the Devil," "Some Like It Hot," "The Naked Maja," and the newest, "The Horse Soldiers." But it is by no means confined to that. The catalogue presently lists such diverse names as Truman Capote, Leopold Stokowski, Count Basie, Jerome Kern, Joe Garagiola and Burl Ives.

Plans for expansion include establishing an exclusive line of the finest artists available.

Kay Norton, administrative vice-president.



The "Reservoir of Entertainment for Television"

OPERATING on the same general basis as its plan for financing motion picture production for theatres, UA's television subsidiary has an unparalleled opportunity to open up tremendous new horizons in the television-entertainment business. That is the basic philosophy underlying United Artists' approach to the TV field as explained by Herbert L. Golden, president of the new company and Bruce Eells, its executive vice-president.

Actually there are two arms to UA's television activities. Features made originally for theatrical exhibition are sold to TV through United Artists Associates. UA-TV on the other hand was organized to produce specifically for television and to sell its product to advertisers and networks.

As Mr. Eells sees it, UA's facilities for providing a vessel for independent production to reach the theatre give a perfect parallel for supplying entertainment to television.

"We have access to an unparalleled reservoir of talent in UA's contacts with producers and stars," Mr. Eells said. "No one in the television industry can make product with the tools that UA has to offer."

In addition to the generation of ideas for television entertainment series and the pool of producers and talent to make them, UA offers, he continued, cooperation in every field to end including the use of the field exploitation staff to promote a series for an advertiser before and during its play-off on networks and stations.



Herbert L. Golden, UA vice-president in charge of operations and president of United Artists Television, Inc., with Kirk Douglas, producer of "Tales of The Vikings" and Bruce Eells, executive vice-president of UA-TV.



Dennis O'Keefe, star of "The Dennis O'Keefe Show," just sold to Oldsmobile, with Les Hafner, producer, and Don Weis. director.

Below, a scene from Brynaprod's "Tales of the Vikings."



Below, Bob Mathias and Keenan Wynn, who are starred in "The Troubleshooters," one of the five UA series now in work.



THE STAFF. At lower right Bruce Eells, executive vice-president outlines sales strategy to the staff. Left to right, Ben Halpern, Phil Williams, Edward Ray Downs, Kurt Blumberg, John J. Mulvihill and Mr. Eells.





LONDON



MACAO



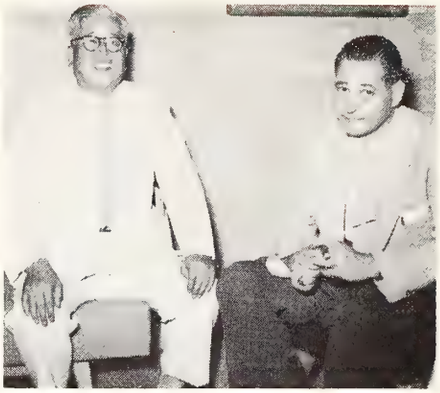
HONG KONG



PARIS



Radiating from 126 cities around the world, United Artists sales, publicity and promotion sell pictures. Here is a cross-section of that activity ranging from theatre fronts to contract signing, awards and premieres.



JAPAN. Arnold M. Picker, vice-president in charge of foreign distribution, visits in Tokyo with Shiro Kido, president of Shochiku Company.

GREAT BRITAIN. Joe Pole, UA publicity manager for Great Britain greets Robert I. Blumofe, vice-president in charge of west coast operations, on a visit to England at the premiere of "Some Like It Hot."



Left, Theatre fronts for United Artists pictures around the world

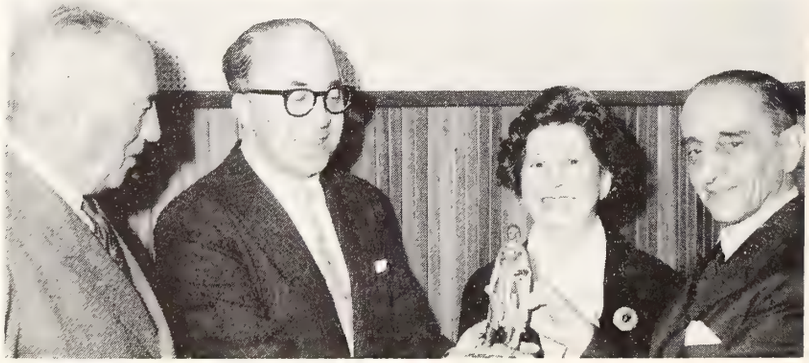


CHILE. Louis Lober, center, general manager of the UA foreign department, and Sam Bekeris, left, UA general manager in Argentina, are greeted at Santiago by Elias Barberis, UA manager for Chile.



AUSTRALIA. Ron Michaels, right, UA managing director of Australasia, and Len Wade, New South Wales branch manager, sign a contract with Bert Watts and Dave Joel of the Snider & Dean circuit.

ARGENTINA, below. Sam Bekeris second from left, general manager in Argentina, receives Susan Hayward's Best Actress "Gaucho" from representatives of the Argentine Film Critics Association.









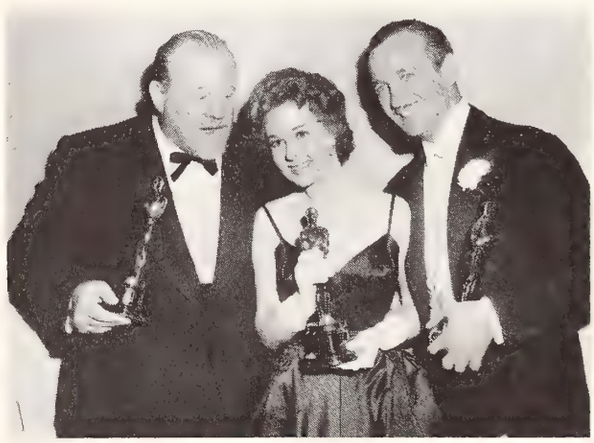
nited Artists entered its 40th year in 1959 the memorable oc- ns were many, highlighted by the events depicted here as well nniversary parties held in all exchange cities for leading inde- ent exhibitors, circuit heads and film buyers. (Some are shown e following page.) The company's "The Horse's Mouth" was ted for the Royal Film Performance this year in London, which was attended by the Queen Mother, seen above at left talking with Arthur B. Krim and Mrs. Krim. Lord Rank is at the right. Robert S. Benjamin shakes hands with the Duke of Edinburgh (center photo). With them are Mrs. Benjamin, and, at left, Arnold M. Picker. In New York (photo right) Messrs Benjamin and Krim preside at a 40th anniversary luncheon commemorating UA's founding on April 17, 1919.



e UA Anniversary Party in Hollywood: Robert Mont- ry, John Wayne, Janet Leigh, Francis X. Bushman and Mrs. an, William Holden, Joe E. Brown, Billy Wilder, Robert mofe, and Harold Mirisch.



Another group of Anniversary celebrants: UA stars Robert Mitchum, Jack Lemmon, Constance Towers, with William J. Heineman, UA vice president in charge of distribution.



UA Academy Award winners with their "Oscars": Burl Ives, best supporting actor for "The Big Country"; Susan Hayward, best actress for "I Want to Live!" and David Niven, best actor for "Separate Tables."

Exhibitors Join in Anniversary Fetes

Pictured on this page are only a few of the over 2500 exhibitor who attended 40th Anniversary celebrations at UA exchang offices throughout the world.



CHARLOTTE: *Harold Keeter, UA branch manager; Frank Beddingfield, Consolidated Theatres; Hal Jordan, Pineville Road Drive-in, Charlotte; J. H. Vickers, Sr., Carolina Delivery Service; and J. K. Whitley, Towel City Theatres, Kannapolis, N. C.*



CALGARY: *Personnel of Famous Players Canadian Corp. with their UA hos John Cardell; Don Menzies; Paul Cardell; Robert Radis, UA Calgary branch mana Charles S. Chaplin, UA Canadian district manager; Don Mitcheltree and Fred L*



LOS ANGELES: *William Wasserman, UA sales manager; Bob ton, buyer, Sero Enterprises; Richard Carnegie, UA branch mana Cecil Vinnicof, Vinnicof Theatres; Ralph Clark, UA Western dis manager; Ken Darby, buyer and booker, Sero Enterprises, Bill S UA publicity.*



NEW YORK: *Bud Edele, UA branch manager for New City, cuts the 40th Anniversary cake at an exchange party tended by James R. Velde, Sidney Cooper and Al Fitter.*

ST. LOUIS: *E. J. Stevens, UA branch manager; James Martin, Katherine Keifer, office manager; Bob Hope, star of "Alias Jesse James," Donna McAdams, secretary; F. J. Lee, UA Midwest district manager.*





NEW ORLEANS: *George Pabst, UA branch manager; Perry, general manager, Pittman Theatres; Claude Bourg operator of Avenue, Harlem, and Biloxi Theatres; and Maillho, UA sales manager.*

Be Loved

HOLLYWOOD, June 4
as, whose brand of pro-
overned by modest bud-
aces and exploitable sub-
retains these values in an-
program picture. Haas
ts, produces and stars in
s. He supplies a favorable
his one for Carol Morris,
ss Universe," and Dick
personable "new face."
ris, whose real beauty is
ntil the final scene, de-
rming performance as a
bespectacled "Miss No-
ely dressmaker in a tene-
apartment house filled
ls of characters. Haas in-
er-faith thought whereby
f different faiths can pray
ch will bring happiness to
ortraying a music teacher,
or to Miss Morris, Haas
athetic attachment to her.
ses a fervent wish to own
nd piano in place of the
une upright piano he uses
g. Miss Morris tells him
she could have the boys
her, or have a romance
young man. Haas suggests
Morris accompany him to
gue after he attends a
ice with her wherein a
ered for each other's wish.
s to "push" his prayer by
e boys on the street cor-
le at Miss Morris; and he
n Dick Kallman to send
lowers, paying for them
ss Morris, on the other
ests to Vera Vague, a
dow for whom she has
some work, that she give
rand piano that once be-
er husband to Haas, since
as meant to be played on
t in a locked room.
being coached by Haas,
an audition, and loses his
t the some time. He finds
Miss Morris' company with
romance, which could be
s an answer to Haas'
Vague, on a visit to the
partment where a touch-
arming scene is effected
ratitude for the surprise
iano, indicates her attrac-
n. With the wishes an-
climax is resolved in a
lding, cake-cutting cere-

ne, 82 minutes. General
. Release, in July.
SAMUEL D. BERNS

rcuit

inued from page 1)
an, downtown, and the
drive-in, were begun be-
le's death on May 23.
ership of the Bonham the-
e effective as of May 31.
herman has been appoint-
of the two new acquisi-
Isley chain.

Community Contest Sparks 'Philadelphians' Campaign

A large and diversified campaign on the local level highlighted by an unusual contest which attracted wide newspaper attention and support was devised for Warner Bros.' "The Young Philadelphians" to be used in the Schine Finger Lakes District by Lou S. Hart, zone manager, with headquarters in Auburn, N. Y.

In a letter to Meyer Hutner of Warner Bros., Hart states the idea for the campaign was the result of the Quigley Publications' Motion Picture Herald Merchandising Conferences early in April. The picture was screened and discussed at one session of the conferences.

Screenings in 4 Houses

Upon returning to Auburn from New York, Hart set up a series of screenings in four theatres in his territory.

A promotion drive was then completed which was to be a model for all bookings of the picture.

It began with arranging with the Ladies Auxiliary of the Cayuga County Bar Assn. to sponsor the Auburn screening for community leaders in Cayuga County. The Chamber of Commerce and Junior Chamber of Commerce agreed to cooperate on a project to select the most community-minded young people between the ages of 20 and 35 and reward them for their efforts. For people were chosen—three men and one woman. Th newspapers Syracuse *Herald-Journal* and *Auburn Citizen-Advertiser* went along for the publicity.

On May 30 each of the young people received a "certificate of appreciation" from the combined groups mentioned. "It is a way of encouraging younger people in the community to assume their responsibility on behalf of their neighbors—a sort of a pat on the back," Hart explains.

Approval Unanimous

He continues in describing the campaign: "From the screening we obtained almost unanimous approval of the picture—of the 46 people on hand, 44 of them gave it an excellent rating. We also got some tapes of their comments and used them on the radio. Fact sheets on the picture were made up and distributed at the screening and those present were urged to send a letter to their organization's members. Student Council leaders from the high schools in the county were also invited and this resulted in publicity in their school papers."

"The enthusiasm engendered by the Herald Conference was carried through and the same results will be sought after on all the pictures we saw and discussed."

Para. To Release Four Top Films in Summer

Paramount Pictures has announced that it will release four major productions during the next 12 weeks, characterizing them as "warm weather blockbusters."

The films are "Don't Give Up the Ship," Jerry Lewis comedy; Last Train from Gun Hill," western starring Kirk Douglas and Anthony Quinn; "The Five Pennies," starring Danny Kaye; and "Tarzan's Greatest Adventure." With the exception of "Ship" all are in Technicolor.

'Shake' Preview Here

United Artists has scheduled a special preview showing of Pennebaker's "Shake Hands With the Devil" for leading Irish organizations in the Greater New York area at the Loew's Metropolitan Theatre Brooklyn, on Monday. Invitations have been sent to groups and organizations of Irish origin. The preview will be advertised in local newspapers and at the Loew's theatre.

'Porgy and Bess'

(*Continued from page* 1)

15, Cedars of Labanon Hospital; San Francisco, July 22, Travelers Aid Society; Boston Aug. 6, New England Baptist Hospital. In New York, the world premiere on June 24 will be a combination invitational and benefit showing.

Charles Vidor Dies

(*Continued from page* 1)

Quentin 10, Brian 12, and a son, Michael, by a former marriage, also his mother, Maria Vidor, and a sister, Mrs. Nicholas Schiller.

Vidor was born in Budapest and was active in the industry in Germany before going to Hollywood as a director.

His directorial achievements over the years were many and included such films as "Love Me or Leave Me," "The Swan," "Rhapsody," "Hans Christian Andersen," "Thunder in the East," "It's a Big Country," "Gilda," and "A Farewell to Arms."

Ephrons Sign

(*Continued from page* 1)

ministrative director of the studio.

The Ephrons will report to Paramount next month, by which time they will have selected an important property for their first production under the new deal. The husband-and-wife team has many outstanding writing credits, including the films "There's No Business Like Show Business," "Daddy Long Legs," "Carousel" and "Desk Set."

'Say' Opens on June 19

"Say One for Me" will begin its New York engagement, Friday, June 19, at the Paramount Theatre. The 20th Century-Fox production follows "Woman Obsessed" into the Broadway showcase.

LETTERS
TO THE EDITOR

BROOKLYN, June 2

SIR:

Having long been interested in movies, I am anxious to see the in-industry do well. The producers and distributors at this point seem to do very well indeed because of the many top films that have been recently released. However, I think that the neighborhood theatres can do better business. True, better films make this possible, but I also think that some showmanship on the part of the theatre owner is necessary.

•

In my own neighborhood, several movie houses have closed down since 1953. It is my belief that a few audience-attracting gimmicks could have saved some of these houses. In the interest of eixsting neighborhood theatres, I'd like to make some suggestions.

First, to meet the competition of the late-night movies on TV, I suggest that several theatres operate on an all-night policy. This can be done by either opening the theatre at 6 P.M., or using two different sets of employees—one to run the theatre in the daytime, the second to operate throughout the night. Such a system might only be necessary on Friday and Saturday nights and on the nights before holidays.

•

Second since much of the Friday and Saturday night audience is composed of teenagers, why not devote a segment of the program directly to them? Of course, the rock 'n' roll and horror films appeal mainly to teens, but there should be something on the bill that will make them come back week after week. In that case, how about reviving the once-popular serial formula and producing a wide-screen, color serial starring teenagers and presenting a story-line appealing to teenagers? Of course, a juvenile delinquency theme lends itself to a cliff-hanger, and there are many popular young stars who could make it work.

•

Finally, there should be some kind of a system whereby the patrons are able to select their favorite films, which they might like to see again. This can be done by displaying a large sign in the lobby and containing the titles of several dozen fairly recent films which have done well at the boxoffice. The patron can then vote on those he'd most like to see again, and the films with the most votes can be shown on special double bills or even accompanying a new film. A contest can be worked out of this scheme, with prizes awarded to those who selected the highest number of winning films.

Very truly yours,
JOHN R. COCCHI

Army and A.F.

(*Continued from page* 1)

events available on theatre TV, and would possibly also use the equipment for training purposes. Quick said he has asked American Telephone and Telegraph Co. and TelePrompter to survey the theatres and submit estimates on the cost of installing lines and equipment.

Obviously the theatres involved are ones with large seating capacity, located on posts with large populations.

Quick said he was confident at least some of the theatres would get closed circuit theatre TV installations, if not all. Many theatres already have proper equipment and need only connecting lines, he indicated.

Latin Amer. Sales Up 50% for Screen Gems

Screen Gems' Latin American business for the fiscal year that ended May 31 was more than 150 per cent of 1957-58, it was reported by William Fineshriber Jr., director of international operations for the Columbia Pictures TV subsidiary. Current dubbing commitments, he added, call for completing Spanish sound tracks for over 800 half hours of Screen Gems programming by the end of this fall.

The sales manager of Screen Gems de Mexico, S. A., takes off on a six-country sales swing this week. Leonardo Garcia-Zenil, starting from Mexico City, will visit Colombia, Guatamala, Panama, Nicaragua, Costa Rica and Honduras, the last three of which are just starting TV service.

During the past year, Screen Gems' Latin American vice president, John Manson, helped work out the complete programming plans for two new stations: Radio America-TV in Lima, Peru, and HIN-TV in the Dominican Republic. Screen Gems' shows now account for about half the air time of each of these stations.

'Tombstone Territory' To Be Offered by ABC

ABC Television, by arrangement with Ziv Television Programs, Inc., is offering "Tombstone Territory" for network sponsorship in late evening time, it was announced by William P. Mullen, ABC-TV vice-president in charge of TV network sales.

Co-starring Pat Conway and Richard Eastham, the filmed series is based upon the exploits of the various Tombstone, Ariz. sheriffs as recorded in the "Tombstone Epitaph," the oldest weekly newspaper in the State. Frank Pittman and Andy White, authorities on the history of the early West, are co-producers of the series.

N. B. Spingold Memorial

The family and friends of the late Nate B. Spingold will attend the dedication of a mausoleum erected in his memory at Mt. Pleasant Cemetery, Hawthorne, N.Y., Sunday, June 14 at 11 A.M.

Television Today

Screen Gems Sets New Spot Time Subsidiary

Screen Gems has set up a new subsidiary company to represent selected advertisers for the acquisition of TV spot time, it was announced by Ralph M. Cohn, president. The new operation, Telescreen Advertising, Inc., will acquire time from stations by the exchange of various TV film properties out of the Screen Gems catalog.

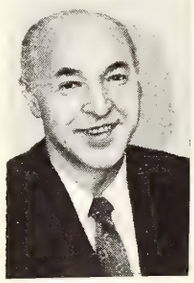
Telescreen Advertising will be operated by Charles Weigert and Sidney Barbet, who pioneered this method of trading film for time. Weigert and Barbet has just resigned from Regal Advertising Associates, of which they were both vice-presidents.

The new operation will enable stations to acquire some top programming from Screen Gems without the immediate expenditure of cash. The specific properties that will be available to stations on an exchange basis will be announced shortly. These properties will no longer be for sale on a straight cash basis, but will only be available for a line of credit exchangeable for spot time.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

ALLEN SHERMAN, creator of "I've Got A Secret" and producer of the "Victor Borge Show" and several Phil Silvers CBSpectaculars, has been signed as head writer for the "Perry NBComo Show" summer replacement, the initial stanza teeing off June 13. . . . Wayne Howell will NBChat with Jan Miner tonight at midnight on his platter-chatter series from the "Round Table" bistro in Gotham. Howell's nitely recorded musicales which includes anything from Bach, Beethoven, Berlin and Boogie-Woogies, proves that the lad knows his "wayne" around melodyland. . . . Lee Gorman, just named assistant to the president at WINS, is the son of Leon T. Gorman, for many years manager of the Stanley Theatre in New York. This dynamic young exec confided to us recently that he learned the ABC's of show biz reading the "what the picture did for me" department in the *Motion Picture Herald* to which his dad subscribed and contributed. . . . Here's a youngster who possesses a pair of lungs to match his pipes. John Gary, who guestrilled twice recently on the "Jack Paar Show" and slated for a repeat June 18, will attempt to set a new underwater skin diving record next week in New Orleans. . . .



Pinky Herman

☆ ☆ ☆

Brian Kelly, who'll appear in a supporting role in the forthcoming TVehicle, "21 Beacon Street" starring Dennis Morgan, slated to bow in on the NBChannel Thursday, July 2 (9:30 P.M. EDT) is a graduate of Notre Dame and Michigan Law School and the son of a former governor of that state. Joanna Barnes, the love interest in the series is a Phi Beta Kappa from Smith College. . . . After decade as V.P. Art Franklin, Inc., Al Davis has opened his own flackery. . . . Winner of five different awards for his designing of TV commercials and industrial films, Cliff Roberts has been named designer-director for Robert Lawrence Animation, New York, by executive v.p. Peter Cooper. . . . "What's Time and Space?" ask the McGuire Sisters and well may they ask. The trio flew to Palm Springs, Cal. to make a TV commershill for Coca-Cola, trilled for seven hours of shooting, to come up with a flicker that'll appear on home screens for exactly ONE MINUTE. . . . The McCarty Company of New York, new subsidiary of the McCarty Company Advertising of Los Angeles, has just been formed by Prexy H. E. Cassidy and Robert Holley, who'll be executive vice-president of the latter. Gene Thomas has been named v.p. and secretary-treasurer, C. G. Davenport, asst. to Thomas and Willard H. Wilde, member of the board of directors. . . . Shooting on Drexel Pictures Corp.'s initial flicker "Harrison High," starring Dick Clark, will start in August with Jerry Bresler, producing. . . . Your roving reporter has just had the chariot filled with petrol, has changed the air in all the tires and is now somewhere in the regions of Kentucky, en route to Hollywood on our annual westward trek. We'll be tossing verbage your way en route and see how the other half lives.

ITC Promotes Fo Adds One Execut

Four executive promotio addition within the syndi department of (Independ sion Corp.) have been ma Frieberg, general manage cated sales, announced.

William Andrews has b Northeastern division mana Andrews, who had been the Western division has placed there by John Serra been a district manager ir sion. William McGee, form manager in the Western d been made a district mana Southwestern division.

Robert Hoffman, form United Artists Associates, j a district manager in the C sion. Thomas Gallagher has moted to the regional sal He had been an account e the middle west and will work out of Detroit.

Japan to See Con Kraft Series in C

The NBC Television Net Perry Como series to be sp Kraft Foods next season wil color in Japan during th season as a result of negot completed between NBC In Ltd., and Nippon Televisi in Tokyo. The announce made by Alfred R. Stern, NBC international opera chairman of NBC Internati who just concluded arran provide NTV with color vid cordings of the new Como s

The agreement with NTV first time a video taped sho supplied by a United States er to a foreign broadcaster lar basis, and is also the agreement for a color TV s said.

NTV is presently in the building two TV studios to l clusively for color. The st quisition of the Perry Como enable NTV to increase its c ule substantially.

House Postpones On TV Education

From THE DAILY Bu

WASHINGTON, June 4. Commerce Subcommittee p next year any action on le provide Federal grants to for education television.

The Senate has passed thorizing $50,000,000 of s The House Subcommitte wanted to make a field st subject this fall, after Con and would take no action field study is completed.

QUIGLEY PUBLICATIONS

IN THE SERVICE OF THE AMERICAN MOTION PICTURE INDUSTRY THROUGHOUT THE WORLD FOR 44 YEARS

MOTION PICTURE HERALD

Foremost business weekly of the American motion picture industry . . . intensively national, extensively international in scope and circulation.

Better Theatres --- original and most authoritative publication devoted to the physical theatre, issued monthly as a section of the Herald.

Better Refreshment Merchandising --- monthly section of the Herald devoted to theatre vending, originating in a refreshment news department installed in the Herald in 1930.

MOTION PICTURE DAILY

Providing the industry with immediate spot news coverage, fully --- and accurately --- with a typographical scheme for easy finding, easy reading.

International MOTION PICTURE ALMANAC

Who's-Who and statistical annual of the motion picture industry, widely used within the industry, by the press and by research organizations in the U. S. and abroad.

International TELEVISION ALMANAC

Statistical annual of the television and radio industry --- a complete reference book on its companies, activities, personalities.

FAME

Annual audit of personalities of motion pictures and television in the U. S. and Great Britain, presenting the monthly and annual motion picture Box Office Champions.



12,350,000 movie goers will be seeing sta in the July issue of Good Housekeepin

Two Coups! **All 3 box office hits in 1 issue! "The Nun's Story" exclusively to Good Housekeeping in the women's service magazines!** It's a show to see, if it's in Good Housekeeping. That's the way Good Housekeeping readers respond. And the latest Sindlinger report (see at right) shows that the ladies are coming back to the movies—so that they are the customers to woo! Whether you're selling an "extravaganza" or a new fashion, Good Housekeeping helps make it good box office. For readers have confidence in Good Housekeeping. A confidence built upon the integrity they've found year after year in both the editorial and advertising pages.

To really move 12,350,000 readers in the home —and out of their homes to the movies—why not look into the sales power of Good Housekeeping as these three major studios have done.

"CURRENT M TENDANCE A LAST YEAR BE RETURN OF FE THEATRES." s linger & Co. "W responsible fo provement in m ture attendance few weeks... bec want to see the entertainment," bert E. Sindling

Good Housekeeping

MAGAZINE AND INSTITUTE

All News That News

MOTION PICTURE DAILY

Concise and to the Point

, NO. 108 NEW YORK, U.S.A., MONDAY, JUNE 8, 1959 TEN CENTS

ed with Results

. Exhibitors nning New ltiple Runs

o More Films for Promotion Campaign

ors in the Great Plains states inue their area promotion s for saturation openings of attractions throughout the according to the June mem- Bulletin of Theatre Owners a, now being distributed. owners in the four-exchange nneapolis, Milwaukee, Des nd Omaha experienced such y results with the kick-off booking special promotion Hanging Tree," in April, ollow-up campaign on "Alias nes" last month, that they *ontinued on page 7*)

'Shaggy Dog' Policy 'Legal'

per capita" licensing method by Buena Vista to assure eiving payment for juvenile as adult viewers of "Shaggy as been approved repeatedly Department of Justice as not violation of the anti-trust ving H. Ludwig, B-V presi- *Continued on page 6*)

and Paramount Seven-Year Deal

rom THE DAILY Bureau

LYWOOD, June 7. — A deal rized as the biggest single ansaction in Hollywood his- the exclusive service of one volving a minimum sum in *Continued on page 4*)

SION TODAY—page 7

17 Pennsylvania Boroughs Repeal Local Admission Taxes in 1959

Some 17 Pennsylvania boroughs have eliminated local admission taxes since the first of the year, Charles E. McCarthy, COMPO information director, reported at the week end in making public the latest results of its continuous survey of state and local admission taxes. With a few boroughs still unreported, this brings the number of borough admission taxes still in effect to 40, as compared with 79 on January 1, 1957 when COMPO began its survey.

During the same period the number of local admission taxes in Penn- (*Continued on page 4*)

Name Minsky Aide to Weltner at Paramount

Howard Minsky, veteran distribution executive with Paramount Pictures, has returned to the company's domestic sales organization as assistant to George Weltner, Paramount Pictures vice-president in charge of worldwide sales, it was announced at the weekend.



Howard Minsky

For the past several years, Minsky served as eastern sales manager for International Telemeter Company, a di- (*Continued on page 6*)

Columbia 39-Wk. Profit $275,000

Columbia Pictures had a net profit of $275,000 for the 39-week period ending March 28 and expects to show an operating profit in the final quarter of the present fiscal year the company said at the weekend.

The 39-week profit, which includes non-recurring profit, compares with a net loss of $1,047,000 for the same period ended March 29, 1958.

The net profit for the current 39- (*Continued on page 6*)

13 Loew's Theatres Sign For Fight Telecast

Thirteen Loew's theatres have signed with TelePrompTer Corp. to take the closed circuit telecast of the Floyd Patterson-Ingemar Johansson heavyweight championship fight from Yankee Stadium on June 25. Five of the theatres will have the fight exclusively in their cities. The five are: Loew's Akron, Atlanta, Rochester, St. (*Continued on page 6*)

Louisiana Manager Wins Top Prize In Pepsi-Cola's 'Oscar' TV Contest

(Picture on page 4)

Thomas J. Mitchell, of the Paramount Theatre, Baton Rouge, La., won first prize in the Pepsi-Cola Academy Awards telecast exhibitor promotion contest. Winners were announcd at the weekend by the advertising and publicity directors committee of the Motion Picture Association, whose members judged the entries, and Norman Wasser, manager of theatre sales, for Pepsi-Cola.

The first prize consists of a one-week vacation in Hollywood for two or $1,000 in cash. Entries in the contest were received from nearly every state in the union and the Dominion of Canada.

Second prize, a $500 U.S. Savings (*Continued on page 4*)

Over 200 There

ACE, Insurance Rates on N. J. Allied Agenda

Re-election of Stern, Other Officers Expected

Special to THE DAILY

GROSSINGER'S, N. Y., June 7.— More than 200 reservations have been received for the annual convention of Allied Theatre Owners of New Jersey, which opens at Grossinger's Catskill resort here tomorrow, Sidney Stern, New Jersey Allied president, reports. He said that more than 100 others are expected to register on Wednesday when a golf tournament followed by the annual banquet and entertainment are the chief attractions.

Stern said the convention, which will continue through Thursday, will be about equally divided between business and pleasure and that the program will be kept flexible in order to be adaptable to prevailing weather conditions. Outdoor activities will prevail in good weather, indoor meet- (*Continued on page 2*)

'U' Acquires Full-Length Cartoon Made in USSR

"The Snow Queen," a full length animated feature in color produced in the Soviet Union and based on the classic Hans Christian Andersen fable, has been acquired for distribution in the United States and Canada by Universal Pictures, it was announced at the weekend by Henry H. Martin, general sales manager of Universal.

The film is being adapted for American release with a new narration and sound track with voices of Hollywood personalities utilized. It will receive a major American release around Christmas time.

"THE MUMMY" means MONEY see page 3

PERSONAL MENTION

JACK BYRNE, M-G-M general sales manager, has left New York for Hollywood conferences with studio production executives.

•

LEO JAFFE, Columbia Pictures first vice-president, left New York over the weekend for London, Paris and Rome.

•

LOUIS LOBER, general manager of United Artists foreign department, will leave here today for Paris on the first leg of a tour of company offices in Europe and the Middle East.

•

JOSEPH L. MANKIEWICZ, writer-director, returned to New York from London on Saturday, attended his son's graduation from school here, and went back to London on Sunday, via B.O.A.C.

•

MYTLE ANNE RODGERS, daughter of the late WILLIAM F. RODGERS, was married on Saturday to EDWARD MCGRATH. Ceremony took place at the Church of Saints John and Paul, Larchmont.

•

ROBERT W. SELIG, president of Fox Intermountain Theatres, has returned to his duties in Denver following treatment at General Rose Hospital.

•

MERVYN LEROY has arrived in New York from the Coast.

•

JULES LEVEY, producer, has returned to Hollywood from New York.

•

TOM ROBINSON, office manager for Columbia Pictures in Denver, has become a grandfather with the birth of a daughter to DONALD and MRS. ROBINSON.

•

DANNY KAYE will leave the States today for Australia, where he has planned an eight-week stage tour.

•

JOHN SIGMUND WELTNER, son of GEORGE WELTNER, vice-president of Paramount in charge of world sales, was married on Sunday in Brookline, Mass., to LINDA RIVERLY HOLBERT of Worcester.

•

R. C. HILL, branch manager for Columbia Pictures in Denver, is confined to St. Anthony's Hospital there.

•

CASEY ROBINSON, producer-writer, has arrived in New York from Hollywood.

•

FRANK RICKETSON, III, son of "RICK" RICKETSON, former president of Fox Intermountain Theatres, was married in Central Presbyterian Church there to DOLORES HANEWALD ODELL.

•

MARK ESSICK, son of JACK ESSICK, of Modern Theatres, Cleveland, is graduating this month from Peekskill Military Academy, Peekskill, N. Y., while his twin sister, MARCO, will take her diploma from Knox School, St. James, L. I.

•

JOHN J. SCHMITZER, special auditor for RKO Radio Pictures, was in Atlanta from New York.

SHOWMEN WANTED!

Increase your Concession Sales to an all-time high with 4 Brand-New Full-Color Animated and Narrated Intermission-Time BLOCKBUSTERS from:

NATIONAL SCREEN SERVICE

TOPS IN TRAILERS!

Kiddie Cartoon Shows Seen Strong This Year

Special to THE DAILY

CHICAGO, June 7.—Early orders for special trailers designed to appeal to vacationing youngsters indicate that showmen are exploiting big summer box office potential with kiddie cartoon programs, according to Filmack president, Irving Mack. Requests for trailers on these attractions are heavier this year than they have been for the past several years, he reports.

As a result, Filmack has produced a new, all-talking trailer, "Tom & Jerry's Birthday Party," which includes cartoons and copy.

Court Approves Two 'Windjammer' Bookings

"Windjammer," National Theatres' Cinemiracle production, may be shown at the Music Hall theatre, Detroit, and Orpheum, San Francisco, Judge Edwin L. Palmieri ruled in Federal District Court here Friday. The ruling came as the result of a petition by Stanley Warner Corp., which has an agreement with National Theatres to present "Windjammer" in Cinerama-equipped houses. For each such booking, Stanley Warner must have the prior consent of the Justice Department.

$18,863 for 'James'

UA's "Alias Jesse James" rolled up a $18,863 gross for its third week at the Astor Theatre here.

Big Campaign to Begin For 'Hole in the Head'

United Artists is launching a diversified advertising campaign in behalf of Frank Capra's "A Hole in the Head" involving off-the-amusement-page ads, heavy Sunday supplement schedules, full-color insertions and radio-TV commercials. The full-scale campaign gets underway two weeks in advance of the film's opening in Boston, Los Angeles, Chicago and Washington. In these cities, off-the-page ads will appear in the women's, sports and news sections of 12 leading newspaper publications.

One week prior to regional premieres, UA is scheduling a series of color ads in Sunday supplement section as well as an intensive schedule of full-page color insertions. A radio campaign featuring singing commercials by Frank Sinatra and extensive disc jockey plays of two of his records from the film "All My Tomorrows" and "High Hopes" will additionally spark key-city openings set for the end of this month.

Hawaii to Get 1st New Theatre in 20 Years

Special to THE DAILY

HONOLULU, June 7.—Plans for the first new indoor theatre to be built in the Hawaiian Islands in the past 20 years were announced today by Royal Theatres. The site of the new theatre is in Honolulu, on a two-acre plot fronting Kuhio Avenue, across from the International Market Place. There will be 1200 seats, and the concrete auditorium will be one of the first in the country designed especially to accommodate wide-screen. The estimated cost of the theatre is $500,000.

The project also will include a gourmet food center, shops and other innovations representing a total investment of approximately $1,500,000.

Ground breaking is scheduled for this week and a Christmas Day opening is planned.

ITOA Urges B-B Drives For Last Four Months

The Independent Theatre Owners Association of New York has passed a resolution urging all exhibitors to participate in business-building campaigns during the last four months of the year to prove that quality attractions will do business 52 weeks of the year. Action was taken at a membership meeting at the Hotel Astor late last week.

The resolution especially commended Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, for his efforts in behalf of orderly distribution.

ACE, Insura

(*Continued from page*

ings in event of unpleasant

Increases in theatre fire i rates in the Jersey Allied are serious proportions and met opposing them will be disc the convention business Stern said. The rates are b creased despite the fact the been no substantial theatre fi since 1953. A convention ses be given over to trying to d what the organization can d tain relief.

The American Congress of tors, its program and progr be another convention topi said. He declined to commen vance on the organization's toward Ace, saying that the tion would determine it.

An annual election of offi be held with Stern and othe Allied officials scheduled fo tion.

An elaborate theatre booki has been prepared by the tion and will be distributed attending the convention, as to other Allied members requ subsequently. The chart co booking year from Aug. 3 through August, 1960.

Convention delegates wil a screening of United Art Hole in the Head" here t night.

Entertainment for the la been planned and favors in of a snack set will be pres them, Stern said.

UA Sets Multiple I Deal with Knightsb

United Artists has conclude with Knightsbridge Films which the British organizat produce a number of big-bu tion pictures for UA release announced at the weekend b M. Picker, UA vice-presi charge of foreign distributio

Headed by producer-direc ald Neame and producer Joh Knightsbridge made the Al ness comedy, "The Horse's currently in release by Uni ists.

Norman Wisdom, leading boxoffice star, will appear i of the films to be made by bridge under the terms of t ment. Among the projects by Neame and Bryan are "F to Babylon," based on the ing novel by Max Ehrlich, der The Influence." Both wil duced in association with Films.

A filmed series for televisio contemplated in the UA bridge deal.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Clu ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondent principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, R Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, V dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tim as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

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FFICE

...WITH ANOTHER TERROR-SUSPENSE HIT FROM THE PRODUCERS OF

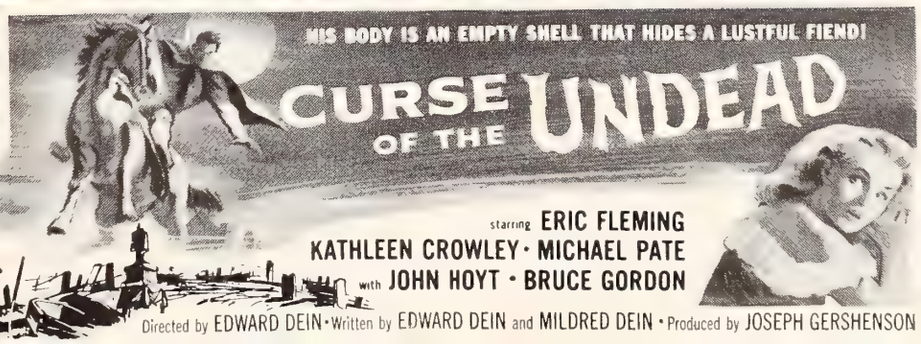
"CURSE OF RANKENSTEIN"
and **"HORROR OF DRACULA"**



STARRING **PETER CUSHING · CHRISTOPHER LEE**
YVONNE FURNEAUX · Directed by TERENCE FISHER · Screenplay by JIMMY SANGSTER
MICHAEL CARRERAS · Associate Producer ANTHONY NELSON-KEYS ·

Plus

...eal companion picture....



starring **ERIC FLEMING**
KATHLEEN CROWLEY · MICHAEL PATE
with **JOHN HOYT · BRUCE GORDON**

Directed by EDWARD DEIN · Written by EDWARD DEIN and MILDRED DEIN · Produced by JOSEPH GERSHENSON

Universal International®

George Cukor Will Direct 'Magic Flame' for Goetz

From THE DAILY Bureau

HOLLYWOOD, June 7. — George Cukor has been chosen by William Goetz to take over direction of "The Magic Flame," Columbia release, replacing the late Charles Vidor, who died in Vienna last Thursday. Cukor will leave here tomorrow for Vienna, having just completed direction of "Heller with a Gun" for Paramount. Goetz is now en route to the Austrian capital to supervise resumption of work on the picture.

Lewis-Para.

(*Continued from page* 1)

excess of ten million dollars, has been completed between Jerry Lewis Productions, Inc., and Paramount, it was announced on Friday by Jack Karp, Paramount studio head, and Jerry Lewis. The new contract gives Paramount the exclusive rights to all Jerry Lewis motion picture talents for the next seven years, including distribution rights to all independent motion picture productions in addition to the seven commitments Paramount had previously announced in which he will star.

Prior to this time Lewis' independent pictures could have been made at other studios for release by any organization.

In announcing the new agreement, Karp stated that Lewis' solo box office popularity, beginning with "The Delicate Delinquent," has steadily increased "to degree that virtually guarantees greater box office returns per picture for each of Lewis' subesquent ventures at Paramount." He also indicated that returns to Lewis at the conclusion of this agreement will easily surpass any of the spectacular movie and TV package deals announced recently.

Calls for Seven in 7 Years

Specifically, the deal calls for Lewis to star in seven Paramount-York productions over a period of seven years. In addition to this Lewis will produce and star in seven pictures to be made by Jerry Lewis Productions, Inc., over the same period. Two of these pictures, one in each category, are already set for production this year. The first "Like Father Like Son" will begin in October. Lewis will produce and star in this independent venture, which Frank Tashlin will direct.

The second, "Ole," which Lewis will produce and star in for Paramount-York, will be directed by Norman Taurog. Both will be filmed in color and according to Karp, will be made on a big musical comedy scale as major entries on Paramount's 1960 release program.

'Hill' Grosses $52,123

UA's "Pork Chop Hill" grossed a big $52,123 for its first week at the Roxy Theatre here.



JUDGING ENTRIES in the Pepsi-Cola—Academy Awards telecast exhibitor promotion contest: Jeff Livingston and Si Seadler, members of the MPA advertising-publicity directors committee with Norman Wasser (right), manager of theatre sales, Pepsi-Cola.

Pepsi-Cola Winners Listed

(*Continued from page* 1)

Bond, went to Henry Burger, advertising and publicity director for Stanley-Warner in Pittsburgh. Third and fourth prizes of a $100 U.S. Bond went, respectively, to Bill Sorenson, manager of the Fox West Coast Theatre in Long Beach, Calif., and Gene Spaugh of the James Theatre, Newport News, Va.

Six other prizes of a $50 U.S. Bond each went to Louis M. Crocco, manager, Bonnie Theatre, Helper, Utah; H. A. Bishop of Famous Players Canadian Corp. for the Manitoba Motion Picture Exhibitors Assn.; James W. Harmon, manager, Princess Theatre, Harriman, Tenn.; Curtis Mees, Skouras Theatres, Hackensack, N.J.; Stephen Barbet, manager, Palace Theatre, Lawrence, Mass.; and Leroy Doyal, Twin and Tascosa Drive-In Theatres, Amarillo, Tex.

Mees is a contributing editor to *Better Theatres* and a director of the Round Table of *Motion Picture Herald.*

Promotion Praised

Members of the advertising and publicity directors committee commented that the promotional effort as exemplified in the entries submitted showed great ingenuity and the use of every known promotional medium. Special events staged by some exhibitor contestants included an Academy Awards telecast parade, a presentation of the key to the city to "Oscar," and even an electrical marquee sign across the front of the City Hall of the provincial Capitol of Manitoba in Winnipeg.

The winning entries will be part of the all-industry Academy Awards presentation to be made to the MPAA board of directors and the general sales managers later this month.

Those receiving Honorable Mention certificates in the contest are: Earl Hallford, Martin Theatre, Eufaula, Ala.; Reeves Addington, Dallas Theatre, Fordyce, Ark.; Arvid A. Erickson, Berkeley Theatre, Berkeley, Calif.; W. R. Hopp, Grove Theatre, Garden Grove, Calif.; Arthur W. Jenkins, Palace Theatre, Danbury, Conn.; Gene Raynor, Ritz Theatre, Marianna, Fla.; Julius N. Connelly, Fischer Theatre, Danville, Ill.; D. W. Buhrmester, Genesee Theatre, Waukegan, Ill.; Rose Marie Bell, Capital Theatre, Taylorville, Ill.

Also John J. Haney, Patio Theatre, Freeport, Ill.; Gene Allen, Alliance Theatres, Fort Wayne, Ind.; Jon Kohlmeier, Milan Theatre, Milan, Ind.; Fred Harbottle, Rivoli Theatre, Muncie, Ind.; Irving Heller, Palace Theatre, Burlington, Iowa; Charles Rees, Jr., Sherman Theatre, Goodland, Kans.; Al Isaac, Liberty Theatre, Pikesville, Kentucky.

Also Mrs. Irving Oberlin, Ritz Theatre, Natchez, Miss.; Dale Stewart, Commonwealth Theatres, Springfield, Mo.; George Hunter, Fox Theatres, Springfield, Mo.; Joe Somers, Majestic Theatre, Perth Amboy, N. J.; G. M. Westergren, Basil Enterprises, Inc., Buffalo; Sol Sorkin, RKO Keith Theatre, Syracuse; Dick Berner, Elmwood Theatre, Elmhurst, N. Y.

Drawn from All Sections

Also Richard F. Fries, Academy Theatre, Wappingers Falls, N. Y.; Irwin Mumford, Reeves Theatre, Elkin, N. C.; James S. Howard, Jr., Air Vue Drive-In, Goldsboro, N. C.; Walter J. Elliott, Ohio Theatre, Lima; John O. Guthrie, Karolyn Theatre, New London, Ohio; R. V. McGinnis, Rialto Theatre, Tulsa, Okla.; Buford Hams, Princess Theatre, Cookeville, Tenn.; Art Katzen and Oliver Klaus, Majestic Theatre, Houston, Texas.

Also Jack King, Paramount Theatre, Amarillo; C. M. Stewart, Waco Theatre, Waco; John M. H Tower Theatre, Post, Texas; J Falco, Majestic Theatre, Beloit Fred A. Levitt, Calgary Theat sociation, Calgary, Alberta, and Otus Bowes, Capitol T Moose Jaw, Sask., Canada.

Women's Clubs Pr Goldwyn with Aw

From THE DAILY Bureau

LOS ANGELES, June 7.— Goldwyn was honored Friday General Federation of Women of America as "a man whose minded dedication to the ideals of the motion picture enriched and made more ple the lives of us all," at the organization's annual conventi President Chloe Gifford, head organization representing 5, women in the United States, ed the award to Samuel Goldw who accepted it for his fathe

In making the presentation dent Gifford said, "We, the Federation of Women's Clu spectfully recognize this man life's work. Samuel Goldwyn i ionary, artist, showman, pione tleman; a man whose signific has spanned the history of a industry, a man whose single- dedication to the highest ideal motion picture art has enrich made more pleasurable the us all."

'Youngest Man I Know

Accepting the award for his Goldwyn, Jr., said, "I am very to accept this award on behalf youngest man I know in the picture industry, my father. neered in motion pictures a half century ago and he is st neering today. Throughout th he has stood not only for the quality but for progress in this try. As a member of the moti ture industry of today and to I pay tribute to him for alwa ing been a man of tomorrow."

The federation saluted the picture industry for its "sig contribution to the dominant of the nation," in a resolutio to more than 1,000 delegates tendance. Presentation was m Y. Frank Freeman, AMPP chairman, who accepted in be the industry.

Pennsylvania Area

(*Continued from page* 1)

sylvania cities has dropped fr to 21. There also have been stantial number of repeals a ductions in Pennsylvania tow and school districts, the sur which has not yet been compl

The Pennsylvania boroughs have repealed taxes this ye clude Bloomsburg, Braddock, lisle, Clarks Summit, Elizabe Hawley, Honesdale, Lewisbur tlestown, Milton, Plymouth, P Park, Renova, Royersford, West Hazleton and Williamsto addition, the borough of Bang cut the local amusement ta 8 to 4 per cent.

EMBASSY RIPS THROUGH WITH ANOTHER BIG ONE!

JOSEPH E. LEVINE
presents

JACK THE RIPPER



BALABAN & KATZ CORPORATION
EXECUTIVE OFFICES
CHICAGO THEATRE BUILDING
CHICAGO 1, ILL.

TELEPHONE
RANDOLPH 6-5300

DAVID B. WALLERSTEIN
PRESIDENT

May 20, 1959

AIR MAIL

Mr. Joseph E. Levine,
Embassy Pictures Corporation,
1270 Avenue of the Americas,
New York 20, N. Y.

Dear Joe:

Congratulations! We've just screened JACK THE RIPPER. You have another showmanship payoff for sure in this one.

It is well done and packed with all the right elements for a surefire thriller. It has many angles adaptable for every type of exploitation including television, radio, billboards, etc..

Backed with the bang-up promotion you are planning for it, we are confident that JACK THE RIPPER can be a real money attraction.

Best regards.

Sincerely,

Dave

DW/b

'Nothing Set' on NT Cable System Bid

National Theatres has been involved in "serious negotiations" for the purchase of a community antenna system in Pennsylvania, but has not yet made a deal, Charles L. Glett vice-president of the theatre company, said here at the weekend.

Negotiations, which were described by Glett as in line with National Theatres' diversification plans, are for acquisition of the Williamsport TV Cable Company, in that Pennsylvania community. The talks have been held "on and off" with the Texas businessmen who own the cable system for some time, it was learned.

Glett Reticent

Glett, who said he was in New York primarily on business connected with National Theatres' WDAF-TV in Kansas City, declined comment on whether negotiations for acquision of the antenna system reflected a renewed interest on the part of the company in toll television. National Theatres was one of the first companies to file for a toll-TV franchise in Los Angeles two years ago.

'Porgy' Seats on Sale; Price Scale Revealed

Reserved seat tickets go on sale today at the boxoffice of the Warner Theatre here for the world premiere engagement of Samuel Goldwyn's "Porgy and Bess." The film opens Wednesday night, June 24, before an invitational audience, including the producer and Mrs. Goldwyn.

Price scale for the Warner engagement is: Sunday through Thursday evenings at 8:30, orchestra and loge, $3.00; balcony $2.50 and $2.00; Fridays, Saturdays and holidays at 8:30, orchestra and loge, $3.75, balcony $2.75 and $2.00; Wednesday matinees at 2:30, orchestra and loge, $2,50, balcony $2.00 and $1.50; Saturday, Sunday and holiday matinees, orchestra and loge, $2.80, balcony, $2.20 and $1.80.

Dixon in New EKC Post

ROCHESTER, N. Y., June 7. — Henry C. Dixon, assistant credit manager for the western region of Eastman Kodak Co., has been named credit manager for that division of the company. He will be succeeded in his former post by Eugene S. Wetmore, formerly a regional credit assistant.



Berlin And Its Film Festival Are Well Worth the Trip

'Shaggy Dog'

(*Continued from page* 1)

dent, said in a statement issued Friday concerning the action brought against the company in Federal District court at Boston by the Fresh Pond Open Air Theatre of Cambridge, Mass.

The drive-in charged that Buena Vista committed "unlawful acts" in violation of the industry consent decree by requiring drive-ins to charge a fee of 17½ cents per child.

Ludwig called the Boston suit "completely without merit and apparently calculated to mislead the public regarding Buena Vista's policy of seeking a fair rental fee from this exhibitor for the licensing of 'Shaggy Dog'."

"Buena Vista plays no part in fixing the admission prices which a theatre desires to charge," he continued. "The exhibitor may charge whatever admission price he wishes and, if he so desires, he may charge only for adults.

However, regardless of admission price policy of the exhibitor, Buena Vista is entitled to reasonable compensation for the exhibition of its pictures. To insure a reasonable return, Buena Vista has offered to license 'Shaggy Dog' on terms that provide a minimum rental fee for each theatre patron, including both adults and children. This 'per capita' licensing method has been approved repeatedly by the Department of Justice as not being in violation of the anti-trust laws and as a fair and reasonable licensing method. Walt Disney pictures, such as 'Shaggy Dog,' are designed for wholesome family entertainment, having special appeal for children. It would be manifestly unfair to require Buena Vista, as the plaintiff in this action seeks to do, to base its rental fee solely on the number of adult patrons viewing the picture. Accordingly, Buena Vista has referred this complaint to its attorneys for appropriate action."

Columbia Profit

(*Continued from page* 1)

weeks includes $2,622,000 representing the profit on the sale of the company's laboratory facilities at the West Coast. No Federal income tax has been provided for the current period due to the loss carry-over of the prior year.

Name Minsky

(*Continued from page* 1)

vision of Paramount. For eight years previously, Minsky was a division manager of Paramount Film Distributing Corp. Minsky will make his headquarters here.

Cinerama Benefit Set

A gala theatre premiere for the benefit of the St. Mary's Boys Home Foundation of Syosset, Long Island, will be held at the Syosset Theatre June 25 when "This is Cinerama" opens there, according to Frank Giorgio, president of the Foundation. Proceeds from the benefit will be used to develop a recreation field at the St. Mary of the Angels Home for Boys.

Fico Corp. Sells 1,7 Shares Columbia St

From THE DAILY Bureau

WASHINGTON, June 7. Corp., the corporation set up lumbia Pictures Corp. officers rectors to trade in Columbia c sold 1,721 shares, dropping it ing to 94,556 shares, the Se and Exchange Commission re

The transaction was conta the latest SEC report on tra film company stocks by offic directors. Most of the tran occurred between April 11 ar 10.

Einfeld a Purchaser

S. Charles Einfeld acquirec shares of 20th Century-Fox c stock through a stock option, ing his total to 5,485 shares Robert Lehman sold 6,200 leaving 17,400.

Jack Warner sold 7,000 sh Warner Brothers common u 1956 option at $20 per share. l owns 237,431 shares in his ow and 1,400 through a trust a Albert Warner sold 6,500 sha der the same option, leaving nc in his own name, and 2,700 in

Eric H. Haight exchanged shares of National Telefilm As common for securities of N Theatres, Inc., retaining nc stock. Oliver A. Unger in Ma changed 40,125 shares of NT mon for NT debentures and w but acquired another 20,00(shares under a stock option.

Alvord Buys 1,000 Share

Ellsworth C. Alvord bough shares of Loew's common, 1,000 in his own name ar through a holding company, George Killion boosted his hol 9,500 shares by the purchase o shares.

13 Loew's Houses

(*Continued from page* 1)

Louis and New Haven Poli T

Other Loew's theatres taki telecast are: the State and Or Boston; Twin Drive-In, C State, Cleveland, New Orlean town, Toronto; Capitol, Wash and Buffalo.

The Boston dates may or m be exclusive. Policy at the C drive-in will be a minimum persons to a car, each payin price. In St. Louis, if the Stat out, the Orpheum will be av to accommodate the overflow. Capitol in Washington sells ou Palace will open for the overfl

Emerling Prepares Brochu

A full brochure on promotin handling the fight program ha prepared by Ernest Emerling, vice-president in charge of ad ing-publicity, for distribution to managers. It calls the match nitely the biggest heavyweight in years. Johansson is the mos gerous opponent Patterson ha faced and could have the champ ing for the trapdoor early in th Every theatre should sell out."

?. Exhibitors

(Continued from page 1)

cided to continue with Colum- t Happened to Jane" this and 20th Century-Fox's "A Affair" next month, the TOA reports.

t Benjamin, U.A. board chair- rote George Kerasotes, TOA t, that the "results obtained as Jesse James' prove how joint campaign between ex- and distribution can accom-

Copies Sent to Officials

tes sent copies of "The Hang- " blueprint to the presidents, nagers and advertising chiefs film company.

rea campaign is open to all s. and is not confined to TOA

e basis of results obtained in at Plains area already, TOA nds that the campaign blue- followed by exhibitors in eas who are interested in in- business through extra effort eration with their fellow ex- and with distribution.

ys 'Pattern Established'

pattern has been established," A bulletin remarks. "If you'll your local level, you will branch or division managers of your film companies ready erate with you."

Committee Heads inted for Year

rom THE DAILY Bureau

LYWOOD, June 7. — Walter newly elected president of en Producers Guild, has an- appointment of the follow- d members to head commit- the ensuing year: Samuel G. ublications, (a new commit- year); Pandro S. Berman, ilton Sperling, public rela- ouis F. Edelma, membership; Bresler and William Self, William H. Wright, insur- rank McCarthy, motion pic- ef. Mirisch reserved for him- irmanship of the permanent committee.

r Gardner was appointed to e unexpired term of board Lewis J. Rachmil, who re-

to Release 'Man'

ount announced at the week- will release "The Man Who Death" this month. This ad- o the company's current re- edule gives it eight films for time, including two Elvis Pres- eleases.

ted Film Charter

ORLEANS, June 7.—Consol- Products Corporation, 714 Avenue, this city, has been a charter by Secretary of ade O. Martin, Jr., to engage motion picture business. Au- capital stock is $500,000.

Television Today

Gregory Named UA-TV West Division Manager

Jack Gregory joins United Artists Television, Inc. today as western division manager, it was announced at the weekend by Bruce Eells, executive vice-president.

Gregory had previously been associated with Ziv Television for six years, having been their division manager, both in the Eastern and Western division. Prior to Ziv he was an account executive for the American Broadcasting Company at KGO-TV, San Francisco. He had also been affiliated with the Allied Advertising Agency in Los Angeles and San Francisco.

Marital Problems Series Bows Over CBS June 29

"For Better or Worse," a new daytime television series which will explore, with "documentary reality," case histories of marital problems, will have its premiere Monday, June 29, on the CBS Television Network (2:00-2:30 P.M., EDT), it was announced by Oscar Katz, CBS Television Network vice-president in charge of daytime programs.

Educator Is Host

Hosted by the noted marriage counselor and teacher, Dr. James A. Peterson of the University of Southern California, the material for "For Better or Worse" will be drawn from Dr. Peterson's private files, covering a period of more than two decades of experience.

Find 'No Crisis' in Programs for Children

From THE DAILY Bureau

HOLLYWOOD, June 7.—There is "no crisis" in children's television programming, according to a survey study of 260 programs on the air during children's hours made by 1200 leaders of the General Federation of Women's Clubs in a ballot conducted under the auspices of National Audience Board.

Five Honored

Five civic leaders received NAB awards for efforts during the recent survey which were presented at a luncheon at the Palladium Friday. Recipients were Mrs. Alfred Simandl, State chairman of motion pictures, radio and TV of the Illinois Federation; Mrs. Harry Christopher, chairman, communications department, Baltimore; Mrs. Earl Shahan, Jr., chairman, communications department, Tullahoma, Tenn.; Mrs. O. C. Beattie, Illinois junior director of communication; and Mrs. Joseph Hector, Illinois Federation.

CBS Signs Sid Caesar To Exclusive Contract

Sid Caesar has been signed to a long-term exclusive contract with the CBS Television Network, it was announced by Louis G. Cowan, president. Under the terms of his contract, Caesar will star in a series of one-hour comedy specials, the first of which will be presented in the fall of 1959.

This will mark the initial appearance on the CBS Television Network for Caesar. The series of Caesar specials will be produced by the Shellrick Corporation, with Hal Janis as executive producer.

Caesar said that Audrey Meadows has been signed as a regular featured performer on all of the Caesar shows.

Install 1st Ampex Tape Unit in Miami Area

Special to THE DAILY

MIAMI, June 7. — Station WPST-TV (Channel 10) is spending $65,000 for the first Ampex tape recording unit in this area. This is the tape on which the area receives most network shows currently. Channel 10 will use it to record programs and commercials on a delayed basis.

The station will have the equipment mounted on a truck for use in doing remote telecasts throughout the area. The tape has until recently been used exclusively by the networks.

Channel 10 is the first station on the east coast south of Atlanta to go into tape recording. Manager Walter Koessler expects delivery momentarily. The same station also has just bought the second half of the United Artists-RKO package of motion pictures for use on its Sunday afternoon and weeknight movie revival shows.

Charles Barry to Y&R As a Vice-President

Charles C. Barry has resigned as president of the NTA Television Network to join the television department of Young & Rubicam as a vice-president. He will join the agency in mid-July, reporting to Peter G. Levathes, vice-president in charge of the radio-television department.

Polon Sues Susskind

Barron Polon filed suit against producer David Susskind in Federal District Court here Friday, asking for an accounting of all monies accruing from the latter's production of "Meet Me in St. Louis" for the CBS Television Network. Polon claims he was cut out of an agreement which gave him a 50 per cent interest in the musical production.

New Detroit Station Is Dedicated at Ceremony

Special to THE DAILY

DETROIT, June 7. — A new and modern radio-television facility, WXYZ's Broadcast House, was dedicated in impressive ceremonies Friday night before several hundred guests from all over the nation. Leaders of industry, government, advertising and the press participated.

Simulcast a Feature

A special dedication simulcast over WXYZ-TV and WKYZ Radio, ABC-owned and operated stations, featured the first evening of the gala two-day event. Speaking on the 6:30-7 P.M. simulcast were Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc.; James G. Riddell, vice-president, ABC Western Division; G. Mennen Williams, governor of Michigan; Louis C. Miriani, mayor of Detroit; Donald L. Swanson, mayor of Southfield, and the Rev. Fr. Celestin J. Steiner, president of the University of Detroit.

WXYZ Radio and the executive offices began operating from Broadcast House on May 18. Television operations began in the new building on May 25. This marked the first time WXYZ-TV, WXYZ-AM and FM ever operated under the same roof.

Operation Started in January

Construction on the huge, 1,073-foot television tower began in the spring of 1958, and Channel 7 began transmitting from the new tower on Jan. 1, 1959. Broadcast House, the television tower and two radio towers are located on a 100-acre site of wooded, rolling farm land on Ten-Mile Road just west of Northwestern Highway—14 miles northwest of downtown Detroit.

Guild Films' Moves Its Headquarters in N. Y.

Guild Films' home office in New York has moved its sales and administrative offices to 655 Madison Avenue in Manhattan and 32 Court Street in Brooklyn. The move was necessitated by the company's expanding domestic sales activity, the increased requirements of the videotape market and the growing international operation of Inter World TV Films, according to John J. Cole, Guild president.



20TH HAS THE HAPPY SHOW FOR SUMMER WHEN THAT 'GIGI' GIRL AND 'MISTER ROBERTS' START TO DO THE MOST DELIGHTFUL THINGS TOGETHER!



he took her to Paris for some l'amour —and naturally a Frenchman took it from there!



LESLIE **Caron** HENRY **Fonda**

The Man Who Understood Women

It takes you from Hollywood to Paris to Nice... and it's awfully nice!

co-starring CESARE DANOVA with MYRON McCORMICK · MARCEL DALIO · CONRAD NAGEL

Produced and Directed from his screenplay by NUNNALLY JOHNSON

CINEMASCOPE COLOR by DE LUX

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

. NO. 109 NEW YORK, U.S.A., TUESDAY, JUNE 9, 1959 TEN CENTS

g Feb. 28

Six-Month t Profit Is ,626,000

res with Net Loss of 4,000 in '58 Period

r Bros. and subsidiary com- r the six months ending Feb. had a net profit of $4,626,- a provision of $2,250,000 ral income taxes.
e six months ending March the company reported a net 2,894,000 representing a loss 4,000 after an estimated car- edit of $800,000 for Federal axes and a special provision 0,000 for estimated loss on to independent producers.
et profit for the six months eb. 28, 1959, is equivalent to r share on the 1,585,196 common stock outstanding

Continued on page 2)

t Name Changed to States Theatres

Special to THE DAILY

MB, Miss., June 8.—The Pike Booking and Supply has been changed to Gulf heatres, Inc., with home of- laining here, it is announced Solomon, president.
n, a veteran in the theatre took over the top role in the in 1946. The company now door and 29 drive-ins in the of Mississippi, Louisiana, nd Alabama.

PayTV Unlikely in 'Anti' Bill Tabled

Special to THE DAILY

RANCISCO, June 8. — "The company is the only firm ountry financially and physi- ipped to start immediate toll- ations in California and that's thing the Pacific Telephone

Continued on page 7)

SION TODAY—page 7

Outlets in 40 Key Cities Reported for Compo National Public Relations Net

Compo's national public relations network already has outlets in 40 key cities, Charles E. McCarthy, Compo information director, announced yesterday in making public a list of 95 of the nation's top publicity, advertising and exploitation men who have agreed to serve. Nearly a dozen additional cities will be added to the list as soon as local industry representatives have made their selections.

Press releases for distribution through these outlets are now in the course of preparation, McCarthy said, and mailing probably will be started shortly, with the close cooperation of these local committeemen, he added, "it should be possible to obtain constructive publicity in most of the metropolitan dailies and a substantial percentage of the papers of smaller circulation."

The list of Compo Publicity and Distribution committees follows: Albany—Seymour L. Morris; Atlanta-Leonard Allen; Buffalo-Edward

(Continued on page 6)

UPA 'Unlimited Play' Agreement Said Success

From THE DAILY Bureau

HOLLYWOOD, June 8. — Enough signed contracts and firm commitments from leading exhibitors are on hand to insure success of UPA's "unlimited play agreement," president Stephen Bosustow announced here today. On the strength of the results achieved by Roy Haines, general sales manager, in lining up major theatre circuits during his recent three

(Continued on page 6)

Productions in 70mm Are Now Up to 10

As installations of and orders for 70mm. projection and sound equipment continue to mount, a check-up shows the following 70mm. productions in prospect:

Samuel Goldwyn's "Porgy and Bess," distributed by Columbia; MGM's "Ben-Hur"; Buena Vista's "The Big Fisherman," and Universal's "Spartacus" are completed or shooting: Planned are: 20th Century-Fox's "Can Can," "The King Must Die" and "The Greatest Story Ever Told," and Buena Vista's "Swiss Family Robinson." B-B's "Sleeping Beauty" and Magna Theatres' "South Pacific" have been in distribution in 70mm. for some time, of course.

Lesser Outlines Plans For Coast Film Museum

By SAMUEL D. BERNS

HOLLYWOOD, June 8. — Sol Lesser, veteran motion picture executive and leader, heading a nine-man commission appointed by County Board of Supervisors to pursue the establishment of a Hollywood mu-

(Continued on page 7)

New Bill Would Permit Ohio Cities To Pass Own Sunday-Closing Laws

Special to THE DAILY

COLUMBUS, O., June 8.—Ohio cities and towns would be permitted to pass their own Sunday-closing "blue laws" under terms of a bill to amend Ohio's 128-year-old statutes sponsored by Rep. Paul Lynch, Columbus Democrat. The House Judiciary committee is conducting hearings on proposals to amend or repeal the ancient blue laws.

"Recreation, sports and amusements" could be "regulated, restricted or controlled" under the Lynch proposal. This would apply particularly to commercial amusements, sports and recreation. Fines would be prescribed for violations.

The Lynch bill, however, specifically frees "recreation, sport or amusement" from Sunday closing regulations on a statewide basis. Newspaper sales, milk deliveries, commercial trucking and transportation, walking, riding or driving for recreation, sale of motor vehicle fuel and hiring conveyances for riding or driving are likewise exempt.

"Entertainments, sports events and

(Continued on page 6)

To Late May

Installations Of 70mm. Now In 82 Houses

Universal Survey Shows 49 More Are on Order

There were at least 82 theatres in the domestic market equipped with 70mm. projection and sound as of late last month, a survey conducted by Universal's distribution organization reveals.

The 82 include three installations in Canadian theatres and two in Honolulu, which is covered by Universal's San Francisco exchange.

The survey revealed that 49 additional installations are on order or contemplated, including one in Canada. Thus, a grand total of 131 installations is in prospect for the near future.

Universal's domestic distribution organization made the survey at the direction of Henry H. Martin, general sales manager, in anticipation of the release next Christmas of "Spartacus," its 70mm. Technirama color produc-

(Continued on page 2)

Good Attendance at N.J. Allied Convention

Special to THE DAILY

GROSSINGER'S, N. Y., June 8.—More than 200 delegates, wives and guests registered for the annual convention of Allied Theatre Owners of New Jersey which opened at Grossinger's here today.

Delegates took advantage of fine

(Continued on page 2)

House Passes Bill on Corporate Tax Rate

From THE DAILY Bureau

WASHINGTON, June 8. — The House passed and sent to the Senate a bill extending the present 52 per cent corporate tax rate another year, through June 30, 1960.

The rate would otherwise drop to 4 per cent on July 1. The Senate is expected to give prompt approval to the House measure, which also continues for another year various high excise tax rates imposed at the time of the Korean War.

PERSONAL MENTION

STANLEY KRAMER, producer-director, has arrived in New York from Hollywood.

•

CECIL BERNSTEIN, a director of the Granada Group, Ltd., London, has arrived in New York from Britain.

•

ARTHUR GREENBLATT, Allied Artists assistant sales manager, has arrived in Memphis in the course of a tour through the South.

•

EDWIN P. SAPLINSKY, official of Malco Theaters, Memphis, has left there with his family for Lexington, Va., to attend the graduation of his son from Washington and Lee University.

•

JOHN OXBERRY, president of Animation Equipment Corp., New Rochelle, who returned recently from Europe, will leave here shortly for a business trip to South America.

•

FRANK RODRIGUEZ, head of Buena Vista's home office still department, has left New York for a vacation in Florida and Cuba.

•

CHARLES SIMPSON, vice-president of Capital Releasing Corp., Atlanta, has returned there from Chattanooga.

•

C. C. BACH, manager for National Theatre Suppply Co. in Memphis, has left there with his family for a vacation at Daytona Beach, Fla.

•

GLADYS MARKERT, of Radio City Music Hall, has returned to New York from Key West, Fla.

Atlanta Censor Refuses License for 'Nation'

Special to THE DAILY

ATLANTA, Ga., June 8.—Formal notice of a refusal to permit commercial showing here of "The Birth of a Nation" was received by the film owner's legal counsel from the local office of the motion picture censor. The 44-year-old film has been under a ban here since 1944, according to Mrs. Christine Smith Gilliam, motion picture censor for the city of Atlanta. The picture had been scheduled for an engagement at the Fine Art Cinema next week by Goldmax Enterprises, local film distributing company.

Acting on behalf of Goldmax, attorney R. E. Findler filed a special request to Mrs. Gilliam last week for permission to show the picture.

Warners' Net

(*Continued from page* 1)

at that date after deducting 897,051 shares held in treasury.

Film rentals, sales, etc., amounted to $40,373,000; dividends from foreign subsidiaries not consolidated were $642,000 and profit on sales of capital assets was $707,000 for the six months ending Feb. 28, 1959, as compared with $31,332,000, $1,204,000 and $769,000, respectively, for the corresponding period last year.

Net current assets were $33,043,000 and debt maturing after one year was $4,879,000 at Feb. 28, 1959, compared with $35,932,000 and $5,975,000, respectively, at Nov. 29, 1958.

The amount outstanding under the three year bank credit agreement dated Aug 15, 1956, has been reduced from $5,000,000 at Nov. 29, 1958, to $2,000,000 at Feb. 28, 1959. Subsequent to Feb. 28, 1959, the balance of $2,000,000 was repaid.

No Change Since February

During February, 1959, the company purchased 160,000 shares of its common stock at a cost of $4,227,000. At Feb. 28, 1959, there were 1,585,196 shares outstanding after deducting 897,051 shares held in treasury. Since that date there has been no change.

On May 15, 1959, the company sold its ranch in San Fernando Valley, Calif., for a cash consideration of $10,000,000. After deducting costs and estimated taxes, there will be a non-recurring profit arising from the sale amounting to approximately $6,500,000.

N.J. Allied Meet

(*Continued from page* 1)

weather and crowded the golf course and swimming pools throughout the day.

One late afternoon business session was held and discussion was confined to the problem of increases in theatre fire insurance rates in New Jersy. Protests against the increases are planned and statistics are being prepared which show there have been no serious theatre fires in the state in the past six years.

The convention program has been planned to make it as flexible as possible in order to permit delegates to make maximum use of the resort's attractions while good weather prevails, and to limit business sessions to a minimum. The convention will continue through Thursday.

AMPA Meets Thursday

The Associated Motion Picture Advertisers will hold a "closed" luncheon-meeting Thursday at the Hotel Piccadilly here. President Bob Montgomery will preside at the conclave which will be restricted to members.

New Manager Reopens Lake Placid Theatre

Special to THE DAILY

ALBANY, N. Y., June 8. — The Palace at Lake Placid, closed last October following a six-month ban placed on it for Catholics, in July, because "And God Created Woman" was shown, has reopened, with Joseph J. Jarvis as manager.

In a large newspaper advertisement, the new manager promised "wholesome entertainment" and asked patrons for their suggestions, criticisms and comments. Jarvis explained that he planned to use approximately 150 pictures this year and that the major producers were releasing a total of only 200.

The new manager, whose parents conducted the Delmar in suburban Delmar for many years and who not only was associated with that theatre but also with the operation of the Rustic Drive-in at West Sand Lake, stressed in the ad that "Your children will always be welcome at the Palace."

Big N.E. Campaign for 'Hercules' Is Prepared

Special to THE DAILY

BOSTON, June 8.—One of the most extensive saturation campaigns ever given a film in the New England area has been completed by Warner Brothers for Joseph E. Levine's "Hercules," it has been announced by Bill Kumins, Warner's New England manager. Campaign includes TV and radio spots, use of 200 24-sheets, full page newspaper ads and special tie-ins.

115 Prints to Boston

The Boston branch will receive 115 prints, a record number, to kick off the fillm on July 1. With 250 playdates set for the saturation period, over one-half of the total possibilities in the territory will be played off during the first two weeks of release.

"Hercules" starts its New England opening with a special premiere on June 30 at the Pilgrim Theatre, flagship of American Theatres Corp., with all the fanfare of a Hollywood opening. The ceremonies will be broadcast and televised over WBZ-TV and WBZ.

Malco Theatres to Open Full-Time for Summer

Special to THE DAILY

MEMPHIS, Tenn., June 8.—Malco Theatres, Inc., has opened the Linden Circle and Memphian, deluxe Memphis suburban theatres, full time for the summer.

Richard Lightman, Malco vice-president, said: "Business is always better in the summer." They have been oprating only on Fridays, Saturdays and Sundays during the winter months.

70mm. Hou

(*Continued from page* 1

tion starring Kirk Douglas, I Olivier, Tony Curtis, Jean S Charles Laughton and Peter

Reports from four of the co domestic distribution orga still are incomplete but the fi lation is not expected to be materially when those repo been completed. The survey conditions as of late May. Tl tion is expected to chang month to month from now o ever, as reported in MOTON DAILY on May 22, 70mm eq is in very short supply a orders as may be accepted n not be filled for several mo the total installations, T claims 65.

Installations Itemized

A breakdown of actual an pated installations as uncov the Universal survey follows:

Far West: Los Angeles, stalled, nine ordered; Denver, one; Salt Lake City, one; Sa cisco, four (including two i lulu), and one; Portland, o Seattle, one.

West: Dallas, seven and I Orleans, two and one; Oklaho two and one; St. Louis, one a Kansas City, two; Memph Minneapolis, two and thre Moines, none; Omaha, one a

Central and Southern: Atla and three; Charlotte, none; ville, four and one (includ mi); Chicago, three; Cincinn and two; Indianapolis, three; kee, one and two; Detroit, one; Buffalo, five; Cleveland, Pittsburgh, two and two.

Ten in New York

Eastern: New York, eight Philadelphia, four and two; V ton, three and one; Boston, th three; Albany, one; New Hav and Canada, three and one.

NEW YORK THEA

RADIO CITY MUSIC H
Rockefeller Center • Ci 6-460
DAVID SHIRLEY G
NIVEN MacLAINE YO
in "ASK ANY GIRL"
From M-G-M in CinemaScope and METRO
and GALA NEW STAGE SPECTACLE "CAMERA

FILMACK'S
40 th Yea
SPEC
TRAI
Try us fo
and Q
1327 So. Wabash CHICAGO • 630 Ninth

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THE NIGHT OF JUNE 16 AT NEW YORK'S RIVOLI THEATRE –

PROUD BANNER WILL BE AISED . . . A PROUD MOTION ICTURE WILL BE LAUNCHED!

e entire motion picture industry may anticipate event with pride. For upon that evening, the mmer's Star-Spangled Attraction of Attractions– *HN PAUL JONES*–will sail triumphantly into Broad- y's most-prized showcase, the Rivoli . . . the home, ice its refurbishing, of only three previous pictures– round the World in 80 Days," "South Pacific" d "Compulsion". There, a noteworthy and stinguished audience of dignitaries and celeb- ies will greet a masterpiece of motion picture aking. It is highly fitting that the gala opening ght will be for the benefit of the Navy League.

Samuel Bronston's sweeping saga features ore than 100 speaking parts, portrayed by a illiant international cast . . . location shooting the gardens at Versailles, the Royal Palace in adrid, Virginia's reconstructed Williamsburg . spectacular sea-battles between full-sized -creations of famed Revolutionary warships– id so many more wonders as to lavishly supply half-dozen of even today's great attractions!

All of this will be told–and sold–to the American ublic by an unusual, powerful and penetrating adver- sing campaign, featuring display ads in such national ublications as *LIFE, LOOK, TIME, TRUE, ARGOSY, PIC- ORIAL REVIEW, AMERICAN LEGION, VFW MAGAZINE* id a full schedule in the fan books.

In addition, a heavy and sustained barrage of pro- otion and publicity–virtually unprecedented both length and intensity–will bring to bear every big un among the opinion-making media.

Filmed in Technirama® with Color by Techni- olor®, *JOHN PAUL JONES* is so richly produced, so xcitingly directed by sea-master John Farrow that it is rtain to win the approval of audiences everywhere.

From WARNER BROS.

Specially selected engagements in July. General release in August

WITH UNPRECEDENTED

50-STATE GOVERNORS' PREMIERES IN EVERY CAPITAL!

or Warner Bros. Records the original music from the sound track of "John Paul Jones," available at your favorite record dealer.

SAMUEL BRONSTON PRESENTS



Starring

ROBERT STACK · MARISA PAVAN

CHARLES COBURN · ERIN O'BRIEN

Guest Stars

MACDONALD CAREY · JEAN PIERRE AUMONT

DAVID FARRAR · PETER CUSHING · SUSANA CANALES

And a Special Appearance by BETTE DAVIS as Catherine the Great

Produced by SAMUEL BRONSTON • Directed by JOHN FARROW

Screenplay by JOHN FARROW and JESSE LASKY, Jr.

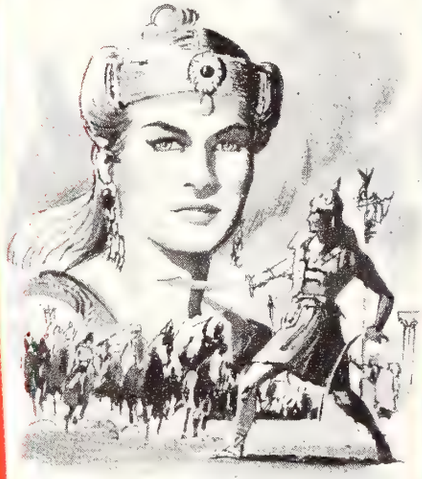
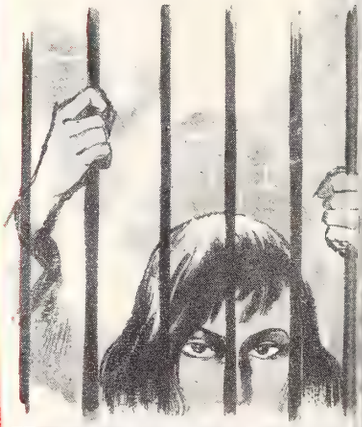
FILMED IN TECHNIRAMA® Color By TECHNICOLOR® Music by Max Steiner

THE INFANT OF TH

FOLLOWING THE SMASH SUCCESS

AMERICAN INTERNATIO

PROGRAM OF SIX MORE

JULY	AUGUST	SEPTEMBE
EMOTIONAL MURDER!	A VIOLENT, SWEEPING SPECTACLE OF PAGAN ROME!	A DEADLY DAME WHO DIDN'T WANT TO DIE!
Diary of a HIGH SCHOOL BRIDE	Sheba and the Gladiator	GIRL ON DEAT ROW
		
AND THE HOT ROD GANG MEET THE "GHOST OF DRAGSTRIP HOLLOW"	in COLORSCOPE starring ANITA EKBERG GEORGE MARCHALL JACQUES SERNAS	and THE JAILBREAKER
American International	American International	American International

DUSTRY GROWS UP!!

HORRORS OF THE BLACK MUSEUM,"

PROUDLY ANNOUNCES A

OFFICE BLOCKBUSTERS!

OCTOBER | **NOVEMBER** | **DECEMBER**

OWERING TALE OF HORROR!

AR ALLAN POE'S

YSTERIOUS

OUSE OF

USHER

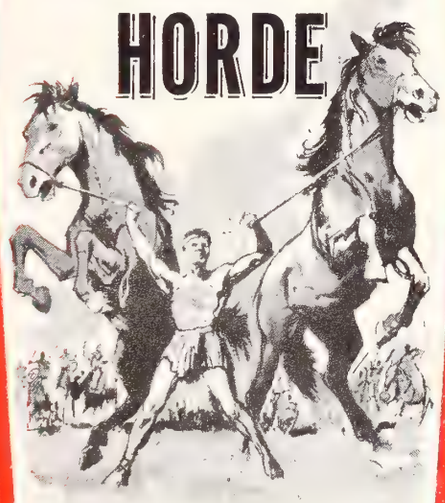


IN CINEMASCOPE AND COLOR

A TITANIC MAN versus

50,000 BLOODY BARBARIANS!

COLOSSUS AND THE GOLDEN HORDE



IN COLORSCOPE

starring

STEVE REEVES

BRUCE CABOT

CHELSEA ALONSO

TAKE ME TO YOUR LEADER*



IN CINEMASCOPE AND COLOR

*

THE OUT-OF-THIS-WORLD COMEDY IN LIVE ACTION AND ANIMATION!

American International

American International

American International

Compo's Net

(*Continued from page 1*)

Meade, Arthur Krolick, George H. Mackenna, Andrew Gibson, Gerald Westergren, and Charles B. Taylor; Chicago-Edward Seguin; Cincinnati-Joe Alexander; Cleveland-Frank Murphy and Ted Barker; Akron-Harry Klotz; Canton-Eugene Moulaison; Columbus-Walter Kessler; Dayton-Carl Rogers; Toledo-Abe Ludacer.

Dallas-Kyle Rorex, Francis Barr, Don Douglas, Edward Forrester, and John Q. Adams; Denver-Pat McGee; Des Moines-Don Knight; Det-Fred Sweet; Indianapolis-Dale McFarland, Robert V. Jones, and Ken Prickett; Jacksonville—Walter Tremor, Sheldon Mandel, and Sonny Shepherd.

Kansas City-Darrell Presnell, and M. B. Smith; Los Angeles-Mrs. Ida Schreiber, and Fay S. Reeder; Memphis-Robert E. Hosse, Richard Lightman, George Doyne, E. O. Cullins, Augustine Cianciolo, and Nathan Reiss.

Minneapolis-Everett Seibel, and Harry Greene; New Haven-Maurice Bailey, Harry F. Shaw, Norman Bialek, Al Pickus, Harry Feinstein, James Totman, and Lou Brown; New Jersey-Wilbur Snaper, Richard Turteltaub, and Charles Felleman.

Oklahoma City-Howard Federer, Paul Townsend, Roger Rice, and Norman Prager; Omaha-George Gaughan; Philadelphia-Everett C. Callow, Hal Marshall, Ed Gallner, and Milt Young; Phoenix-George Aurelius; Pittsburgh—Harry Hendel, Henry Burger, Ted Manos, George Stern, and Charles R. Blatt.

St. Louis—Robert Johnson; Salt Lake City—John Krier; San Francisco—John P. Parsons, Sam Siegel and Hal Honore; Seattle—Oscar Nyberg, Fred Danz, Will Conner, and Jim Bonholzer; Spokane—Joe Rosenfield; Tacoma—John Kane; Wenatchee—Will Greime; Yakima—Al Frank.

Washington, D.C.—Paul Roth, Sid Zins, Frank LaFalce, Jack Foxe, and John G. Broumas; Baltimore—Jack Whittle; Newport News—Jerome Gordon; Richmond — Morton Thalhimer Jr., Seymour Hoffman, and Sam Blendheim III; Winchester, Va.—Tom Baldridge, and the rest of Virginia, Carlton Duffus.

Rumley Trial Slated

SPARTANBURG, S. C., June 8.—Claude C. Rumley, operator of the Fox Drive-In Theatre here, will go on trial at 3 P.M., June 23, before Judge Bobo Burnett on two separate charges of operating his theatre on Sunday in violation of the State's so-called "Blue Laws."

REVIEW:

The Hound of the Baskervilles

Hammer—United Artists

SHERLOCK HOLMES, ONE of fiction's most popular sleuths, returns to theatre screens after too long an absence in this garishly tinted thriller from the British studios of Hammer Films. Like earlier entries from that latter organization. the United Artists release is loaded with exploitable angles, although scenes of out-and-out horror are kept to a minimum.

This time around, the legendary Holmes pipe is smoked by Peter Cushing, who will be familiar to most action fans from his roles in earlier Hammer productions. The detective's venerable side-kick, Dr. Watson, is portrayed by Andre Morell, who makes the character a bit shrewder and less befuddled than he was in the days of the late Nigel Bruce.

Also appearing in the proceedings is another Hammer veteran, Cristopher Lee, who is Sir Henry Baskerville, the final heir to an estate which has been plagued by horrible deaths at the fangs of a legendary "hound of hell." To keep Lee from the fate of his ancestors, Holmes is hired to protect him, almost fluffing the job on several occasions, though he tries his darndest.

Needless to say, Holmes triumphs by the final reel. Watching the criminologist in action will keep most audiences interested. The screenplay is by Peter Bryan, from Sir Arthur Conan Doyle's novel.

Whereas in the past much of the dry humor of a Sherlock Holmes film was supplied by Dr. Watson, it is here dispatched principally by old Miles Malleson, who performs engagingly as a local bishop turned entomologist. Other important figures in the supporting cast are Marla Landi, Francis De Wolff and Ewen Solon, all of whom perform capably under the direction of Terence Fisher.

As in the past, producer Anthony Hinds has seen to it that the sight-values of this latest Hammer film are equal to or better than its competitors. The Technicolor period settings are nicely executed, but are not allowed to spoil the over-all suspenseful mood of the piece. Furthermore, there are several scenes of horror, including a fall into quicksand and a vicious attack by the hound of the title, which will please the action fans.

Running time, 84 minutes. General classification. Release, in June.

WARREN G. HARRIS

New Site Picked for Chattanooga Drive-In

Special to THE DAILY

CHATTANOOGA, Tenn., June 8.—Independent Theatres, Inc. will build a new 1,000-car Skyway drive-in on a 31-acre site on the north side of Lee Highway to replace the Skyway on Brainerd Road which is to give way to a big shopping center development by the circuit.

Work is scheduled to begin in September on the new drive-in, according to Jay Solomon, general manager of Independent. The theatre is expected to cost $250,000 and should be ready for operation by next spring. Don Shaw, manager of the old Skyway, will hold that post for the new one.

Para. to Transfer Some Cleve. Functions to Pitt.

Paramount will transfer the accounting functions of its Cleveland branch to Pittsburgh at the end of this month and curtail its exchange staff and office space in the Ohio city. A Paramount official said that all other regular services to customers served by the Cleveland exchange will be continued, including sales, shipping and inspection. Bookers will visit the exchange from Pittsburgh at regular intervals.

"The only difference," he said, "will be that our customers will receive their bills in the future from Pittsburgh.

Harry Buxbaum, manager, and Jerry Lipow and Gordon Bufie, salesmen, remain in Cleveland.

New Ohio

(*Continued from page 1*)

exhibitions" are exempt from closing laws in a bill spons Rep. Frank J. Gorman, C County Democrat. His bill w bid "persons, firms or corp from engaging in "common l Sundays. The Gorman bill empts "works of charity o sity."

Repeal of the old law is in a bill introduced by Rep. A. Taft, Cincinnati Republi said "force of public opinio be counted on to deal with problems of Sunday busine added, however, that legislat be necessary to control sp Sunday retailing.

Supported by Clergyma

At the first hearing on th bills, Rev. Roland G. Hohn, First Methodist Church, urged adoption of Gorma Allen Brown, representing the ton County Anti-Blue Law tee, backed repeal. Ernest J. representing a Cleveland ar merchants group, also favore Leslie Scrimger, administra sistant to Mayor M. E. Sensen said the Columbus city admin seeks a clarifying law.

The Senate Commerce an Committee has postponed hea a repeal measure sponsored Anthony Calabrese, Clevelan crat.

UPA 'Unlimited Pl

(*Continued from page 1*)

weeks nation wide explorato Bosustow ordered into produc first two cartoons of the new Magoo series with which UP to pioneer its releasing arran wherein UPA plans to seal 1 cartoons a year to exhibitors v retain possession of prints months.

Among the circuits sig Haines were Balaban and Kat Pacific Drive-In Theatres, B Theatres, North Ohio Theatre state Circuit, Inc., Dallas, Stanley Warner Theatres, Un troit Theatres, and Alliance ment Co., with houses in Illinois, and Washington.

"Our first two subjects to l for the 'unlimited play' prog be 'Magoo Meets Boing-Boi 'I Was a Teen-Age Magoo'," tow said. "This is in respons hibitor suggestion that we s subject material even more youth and teen-age market."

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EOPLE

Jamieson, active for many the advertising and public field in South America, has ned Latin American super- J. Arthur Rank Overseas tributors, Inc.

□

ick **E. Koehner,** comptroller ount Pictures, New York, has cted to membership in the rs Institute of America.

□

R. Lombroso, who has been tal manager in Europe and East for Republic Pictures, elected president and man- ctor of Globe Films Inter- Rome.

□

Roy G. Edwards, motion pecialist assigned to the Of- Information, Headquarters, ighth Air Force, Westover Air Force Base, has been vinner in that area of the e writing contest. His entry l be forwarded to general ters for the competition on a asis.

nith, Family Own 10% of AA Stock

rom THE DAILY Bureau

YWOOD, June 8. — Albert , MGM producer now on Universal's International to e Private Lives of Adam and arring Mickey Rooney and 'an Doren, has filed a report Securities and Exchange. ion that he and his family n over 10 per cent of the stock of Allied Artists.

oned on the significance of k interest, Zugsmith stated been a stockholder in Allied or many years and it just so that in accumulating more r my family that we have ver the 10 per cent amount equired to be reported. We the management of Allied der Steve Broidy and George is the very finest that can red and these gentlemen will r proxies."

ge Bressler Dies

ELAND, June 8.—George United Artists booker-office died Friday in Suburban where he was taken after a ack. Prior to joining United e had been a long-time local nt accountant. His wife and survive.

Hits Half-Million

l Artists' "Some Like It Hot" d up a $507,923 gross for ten t the Loew's State Theatre was announced by William nan, vice-president in charge ution. The picture registered 32,256 for its tenth week.

Film Museum

(*Continued from page* 1)

seum as a cultural center for motion pictures and television, told more than 100 members of the Hollywood Chamber of Commerce at luncheon today in the Hotel Knickerbocker that proposals for a museum other than the commission's own were futile political moves. He referred to the recent report on William Zeckendorf's plans to include a museum in Century City on the present 20th-Fox studio lot, whereby the Academy would be approached for sponsorship and rental of space.

Lesser expressed a hope of securing one of several sites in Hollywood, among those considered being on Hollywood Bowl land and the NBC studios at Sunset and Vine, to house motion picture and television exhibits, for construction of a large auditorium for telecasts; also a special stage for motion picture production, allowing tourists, vacationers and conventioners to view the facilities, which would relieve the studios of countless requests for tours.

Lesser also revealed plans to build a theatre showing old films, with policy and practice to be identical with that of the museum of Modern Art in New York, counting on the Library of Congress and the George Eastman collection as a source of product.

Lesser reported that state funds will be made available to the county for museum purposes under Bill 2656 recently passed; and that more than 80 guilds connected with motion pictures and TV would be called on to appoint a representative from each to formulate plans and policy.

'Horse' Book Promotion

United Artists and Harper and Brothers have set a major book promotion for "The Horse Soldiers," the Mirisch Company release. The hard cover book, carrying the story of the film, will be featured at the Harper booth at the American Booksellers Convention in Washington starting June 14. Displays and posters will cross-promote the picture. In addition more than 2,000 major book stores and department stores across the country will participate in the special promotion involving counter and poster advertising.

NSS Promotes Marcus

CLEVELAND, June 8. — Irving Marcus, local National Screen Service salesman for the past 12 years, has been promoted to manager of the company's Pittsburgh branch. A veteran NSS employee, he has been with the company for 26 years.

AIP, DCA in Deal

LOS ANGELES, June 8. — American International Pictures has completed a deal for distribution of Distributors Corp. of America features past, present and future by AIP's Minneapolis and Milwaukee exchanges.

Television Today

Score Allocating of Broadcast Frequencies

From THE DAILY Bureau

WASHINGTON, June 8. — Broadcasters complained to Congress over the present system of allocating broadcast frequencies to non-government users.

Harold E. Fellows, president of the National Association of Broadcasters, said non-government users must go to the Federal Communications Commission and justify fully their use, while Government users face no such requirement. He was one of a panel of experts appearing before a House Commerce Subcommittee, just launching a study on the entire subject.

Calls Non-Use 'Open Book'

"Non-government use is an open book," Fellows said. "Government use is a closed book, with no comparable justification to the required of non-government users." A Presidential advisory group now assigns frequencies for military and other Government uses.

He and other witnesses said it was vital that one agency be given authority to control the entire radio spectrum.

Bill Gibbs Transferred To MGM-TV Office Here

In an effort to coordinate the entire sales and service activity of M-G-M-TV in New York, Bill Gibbs, director of the industrial and commercial films division of M-G-M, will be transferred from Culver City, Calif., to Metro's home office here, it was announced by George T. Shupert, vice-president in charge of Television for M-G-M.

Sees Advertisers Aided

"By this move, we hope to increase our services to advertisers, their agencies and users of industrial film, most of which maintain New York headquarters," Shupert stated. Among the commercial accounts that Gibb's division handles are American Motors, Viceroys, Owens-Corning Fiberglas, Phillip Morris and Camay.

Claim 600,000 Seats on Sale for Patterson Go

Over 600,000 seats are now on sale for the Patterson-Johansson heavyweight championship fight June 25. according to Irving B. Kahn, president of TelePrompTer Corp., whose group communications division is producing this telecast.

Loew's, RKO, Stanley Warner, Balaban & Katz, Wometco, Paramount Gulf and Fabian are among the theatre circuits that will be showing the fight direct from the Yankee Stadium on their screens.

S. F. Toll-TV

(*Continued from page* 1)

and Telegraph Company has on its mind."

That was the declaration here today of State Assemblyman Louis Francis, whose attempts were defeated in the legislature at Sacramento last week to enact laws for the regulation of toll-TV. His bills to set up state control, rather than local, and to prohibit pay-TV programs available elsewhere on free TV were shunted into interim committee limbo through the efforts of a Hollywood lobby delegation spearheaded by Skiatron vice-president Jerome Doff and supported by the Screen Actors Guild and the AFL Film Council representatives as well as agents for Telemeter and other pay-TV promoters.

Glassman Adds Pathe Educational Film Series

Film financier Barnett Glassman has added the Pathe News Magazine of the Screen, a monthly educational film series distributed by educational directors to schools and colleges, to Pathe News, Inc., together with names, trademarks, and film properties to the organization he formed in 1958 to take over the assets of the former Pathe Pictures, Inc.

Glassman formed Pathe News, Inc., a Delaware corporation with 3,000,000 shares of capital stock authorized, to retain the Pathe News name, its copyrights and other subsidiary rights. Wholly-owned companies under the Pathe setup include Pathe News Library, Inc., Studio Films, Inc., and the Pathe-Framer Productions, Inc. The latter company will primarily be engaged in the production of TV programs, live and filmed, based on the old Pathe newsreel library.

SEG Rejects Film Pact

HOLLYWOOD, June 8. — The Screen Extras Guild, at its annual membership meeting held at the Academy Awards Theatre, voted unanimously to reject the contract counter-proposals submitted by motion picture and television film producers. The guild's negotiators and board of directors were instructed to take a strike authorization vote of the general membership should further negotiations fail.

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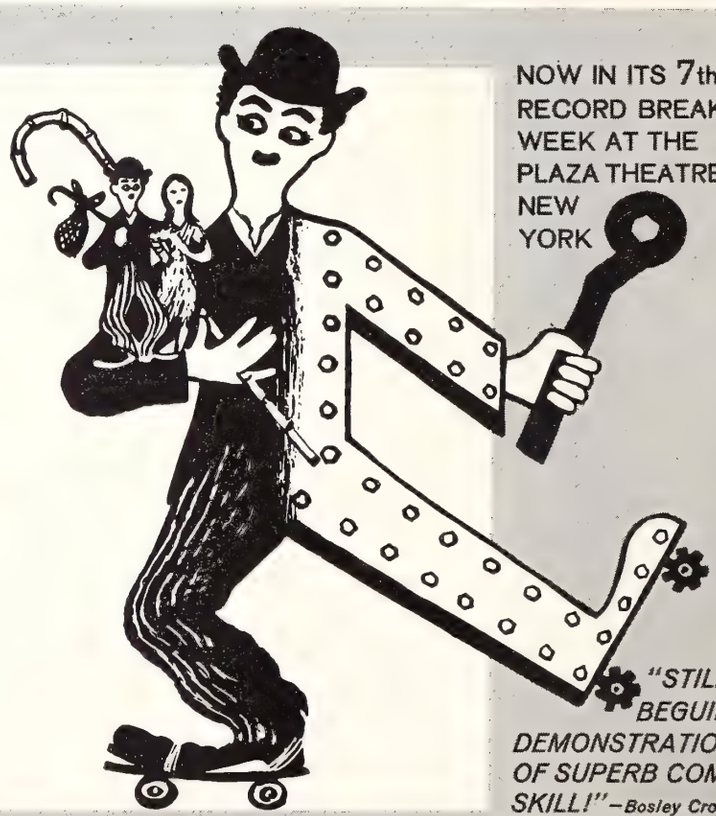
THE FUNNIEST MAN OF THEM ALL!

CHARLIE CHAPLIN

THE FUNNIEST MOVIE OF THEM ALL!

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MOTION PICTURE DAILY

Concise and to the Point

VOL. NO. 110 NEW YORK, U.S.A., WEDNESDAY, JUNE 10, 1959 TEN CENTS

Speaks

ges Senate te for Full dia Program

House Cut in Funds g 25% Reduction

By J. A. OTTEN

INGTON, June 9.—U.S. In- Agency director George V. id a House cut in the In- Media Guaranty Program rce a reduction of about 25 in that program.

ked a Senate Appropriations nittee to vote the full $3,- the Administration had re- The House had voted 00, and Motion Picture Asso- President Eric Johnston had 6,000,000.

rogram guarantees film pro- nd other media distributors (*Continued on page* 2)

as Persons Dies; First 'Spoilers'

Special to THE DAILY

AGO, June 9. — Thomas A. the man who produced the version of "The Spoilers" or Selig Polyscope Company, e last week. He was buried r, his wife's home town. s became associated in 1908 (*Continued on page* 2)

Memorial Rites idor Tomorrow

om THE DAILY Bureau

YWOOD, June 9.—Memorial for Charles Vidor will be rsday at noon at the Wil- ulevard Temple with Rabbi Dubin conducting. Jack ill deliver the eulogy. Pri- rment will be held at Home Mausoleum.

mily has requested that in owers, contributions be made ildren's Hospital, 4614 Sun- evard, Los Angeles.

SION TODAY—page 5

13 More Cities In Compo Network

Thirteen additional key cities throughout the country have been added to Compo's national public relations network through the appointment of 22 more advertising, publicity and exploitation men to serve on local Compo publicity and distribution committees, Charles E. McCarthy, Compo information director, announced yesterday. This brings the number of cities covered to 53 and the number of persons actively participating on local committees to 117.

All 22 new appointees are affiliated with RKO theatres, and their services were obtained through the co-

(*Continued on page* 4)

Allied Artists Acquires Exchange in Seattle

Allied Artists has acquired Seattle Exchange, giving the company a total of 23 wholly-owned branches in the United States, Steve Broidy, president, announced yesterday. Harold Wirthwein, Western Division sales manager, is in Seattle from Hollywood to convert the exchange to company-owned operation.

The Seattle Exchange formerly was operated as a franchise-owned branch by Allied Artists Productions of California, headed by Mel Hulling, of San Francisco, which owns the franchises also in Los Angeles and San Fran-

(*Continued on page* 4)

Two Business Meets Set For Virginia Convention

Special to THE DAILY

OLD POINT COMFORT, Va., June 9.—Two business sessions have been arranged for the Virginia Motion Picture Theatre Association convention, July 6-8, Chamberlin Hotel, Old Point Comfort, Va., Paul Roth, general chairman, Washington, D.C., announced today.

The Tuesday, July 7, business ses-

(*Continued on page* 4)

Jersey Allied Delegates Curb Business Sessions

Special to THE DAILY

GROSSINGER, N. Y., June 9. — Delegates to New Jersey Allied's annual convention at Grossinger's took advantage of another fine day for outdoors activities, with the result that business sessions again were held to a minimum.

An influx of 100 or more new dele-

(*Continued on page* 5)

Nine RKO Houses Book TV Championship Fight

The Floyd Patterson - Ingemar Johansson championship battle at the Yankee Stadium on June 25 will be shown on closed circuit telecast in nine RKO out-of-town theatres.

These are the Albee, Cincinnati; Palace, Columbus; Keith's, Dayton; Pantages, Hollywood; Orpheum, Minneapolis; Orpheum, St. Paul; Golden Gate, San Francisco; Keith's, Syracuse, and Keith's, Washington, D. C.

REVIEW:

Say One for Me

20th Century-Fox—CinemaScope

NAMES WITH DRAWING POWER, songs with a lilt that may make them hits in no time, colorful production numbers, strong romantic interest and Bing Crosby as a cleric with show business ties not too dissimilar from his "Going My Way" role, are among the major assets of "Say One for Me." With Debbie Reynolds and Robert Wagner as the romantic team the name draw will be potent in all situations, and the total of assets should add up to very good business for exhibitors.

On the debit side is a story line that seems to digress without reason at times, and a number of incidents which appear to have little or no relation to the central plot and its principal characters. This tends to be confusing to viewers, particularly in closing sequences where one waits in vain to see the loose ends gathered up. There is, too, a certain flip-

(*Continued on page* 4)

Annual Meet

U.A.'s Gain for First Quarter 12% Over 1958

Benjamin, Krim Predict Continuing Gains Thru '61

(Picture on Page 3)

Net earnings of $712,000 for the first quarter of 1959 were reported to the annual meeting of United Artists stockholders in the Astor Theatre here yesterday by Robert S. Benjaman, board chairman. The result represents a 12 per cent increase in net over the $636,000 reported by the company for the first 1958 quarter.

U.A.'s gross worldwide income for the first quarter of 1959 totalled $19.-297,000 against $16,504,000 for the like period in 1958.

In addition, Benjamin said U.A.'s theatrical gross revenues for the first nine weeks of the second 1959 quarter were $13,325,000, or 22 per cent over the $10,925,000 gross for the same period last year. Since the second quarter is incomplete, Benjamin

(*Continued on page* 3)

All U.A. Directors Re-elected; Meet Quiet

All of the present directors of United Artists were reelected for another year at the company's annual meeting of stockholders at the Astor Hotel here yesterday.

More than 79 per cent of the outstanding stock was represented at the meeting in person or by proxy, and 1,205,059 shares were voted for the directors.

A resolution offered by a stock-

(*Continued on page* 3)

Re-Elect All Officers Of United Artists

All officers of United Artists were reelected yesterday following the annual meeting of stockholders and reelection of directors.

Officers are: Robert S. Benjamin, chairman of the board; Arthur B. Krim, president; William J. Heineman, vice-president in charge of dis-

(*Continued on page* 3)

PERSONAL MENTION

JOSEPH MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, has arrived in London from New York for a 10-day stay.

•

JEROME M. EVANS, Universal Pictures Eastern promotion manager, is in Pen Yan, N. Y., today from here.

•

GEORGE K. ARTHUR, head of Go Pictures, Inc., has left New York for Europe.

•

WILLIAM BROWN, of the United Artists exploitation staff, is in Hartford from New York.

•

JAMES P. CAVANAUGH, writer, will arrive in Hollywood today from Paris to prepare the screenplay for Alfred Hitchcock's forthcoming feature film, "Psycho."

•

C. G. PANTAGES, 20th Century-Fox branch manager in Albany, N. Y., has returned there from Gloversville.

•

ALLEN M. WIDEM, film editor of the *Hartford Times*, will arrive in New York today from the Connecticut capital.

•

MAURICE RAPF, writer son of the late M-G-M vice-president, HARRY RAPF, will leave here for Europe today to seek properties for Walter Lowendahl Productions and for his own independent organization.

•

DELBERT MANN, director, arrived in New York yesterday from the Coast.

'Crime' Opens June 16

Allied Artists' "Crime and Punishment, U.S.A.," is scheduled to open June 16 at the Guild Theatre here.

WANTED-NEW CUSTOMERS!
Young fella with 39 years experience desires to service dollar-wise showmen with top-quality...
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at cost no higher than you now pay
Let the Prize Baby prove his superiority.
Your satisfaction will be long-lasting.
NATIONAL SCREEN SERVICE
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Remodel, Consolidate Para. Cartoon Studios

Completion of consolidation and remodeling of the Paramount Pictures Cartoon Studios here was announced yesterday by Russell Holman, Paramount Eastern production manager, under whose general supervision the studios operate. The newly redecorated quarters are located at 35 West 45th Street, whereas previously the Paramount cartoon division occupied space at both 25 and 35 West 45th Street.

Thomas Persons Dies

(*Continued from page* 1)

with Colonel Selig, who was producing theatrical films in Chicago (along with Essanay). Selig sent young Persons to California to open a film studio in Los Angeles.

Two years ago when the film industry placed a plaque on a downtown building in Los Angeles marking the first film "studio" on the Coast, Tom Persons was to be the honored guest—but illness prevented him from attending. In 1918 and 1919 Persons managed extensive studio operations of the World Film Company in New York City where many of the "old time" stars produced their silent films: Clara Kimball Young, William Farnum, Milton Sills, and many other famous names.

Revive Stage Show

BALTIMORE, June 9.—The Hippodrome, last first-run theatre in Baltimore to abandon the combined film and stage show policy several years ago, will institute a week's revival of that policy June 19 with a presentation of The Three Stooges. The act will be shown in conjunction with the film titled "Hey Boy, Hey Girl." If the trial is successful there may be additional bookings. The Hippodrome is owned by Isador M. Rappaport and operates under R. & F. Theatres, Inc.

Widmark for 'Rome'

HOLLYWOOD, June 9. — Richard Widmark is the first of three top stars to be set by producer Frank P. Rosenberg for "North from Rome," suspense novel by Helen MacInnes. The picture will be shot on location in Italy in Technicolor and is slated to start in September. It will be Rosenberg's first production under his recently signed pact with United Artists and will be produced in association with Widmark's Heath Productions.

Colorado Exhibitor Dies

OURAY, Colo., June 9. — A. B. Hilliard, operator of the Chipeta Theatre here and the Nugget Theatre in Telluride, died of a heart attack while visiting in Denver.

Urge Senate

(*Continued from page* 1)

the convertibility of their earnings in certain foreign countries. Right now, film companies are using the program in four countries.

The $3,500,000 request, Allen said, would permit the program to operate at slightly above the current level, though still below last year's level. The $2,500,000 voted, he said, would cut the program back. "The Agency believes," he stated, "that at a time when there is continuing evidence of increasing Communist activity in the field of publications, the Government should not further reduce a program which stimulates the sale of American informational materials overseas."

Allen also asked the Senate subcommittee to restore all but $200,000 of the $4,554,000 cut by the House in U.S.I.A.'s appropriations request for $106,112,000. He said the House bill would allow $5,352,100 for the film division, compared with $5,752,300 under the Administration's original request. He asked the full $400,200 cut be restored. The film division had $5,293,100 this year.

Prepare Training Book For Loew's Managers

A training manual for managers has been prepared for Loew's Theatres' personnel by Ernest Emerling, vice-president in charge of advertising and publicity. It is being sent out to managers and top executives of the circuit. The manual includes 272 pages, with cuts, drawings and charts and which is applicable to both in-town and out of town theatres.

There are sections on publicity, advertising and exploitation; real estate; mechanical and maintenance departments; projection and sound, cash, tickets and accounting accidents and legal departments, and a special out of town supplement. Idea for the manual was instituted by Eugene Picker, president of Loew's Theatres. The brochure will be used as a textbook in the recently inaugurated theatre training course.

Miss MacLane Signed

HOLLYWOOD, June 9. — Shirley MacLane will star in a picture to be written by Norman Krasna and produced by her husband, Steve Parker, in Japan in a joint venture by Paramount and Sachiko Productions, a Japanese company, it was announced today by Jack Karp, Paramount studio head. The film will be made late in 1960.

'Nun's Story' June 18

"The Nun's Story," Warner Bros. release starring Audrey Hepburn, will have its world premiere on Thursday, June 18, at Radio City Music Hall.

TENT TA

Variety Club Ne

BUFFALO—The Variety this city will honor all memb are having a birthday in Ju big party on Saturday in th headquarters. Natal day greet go to 11 members of the Tent members of the Women's Lea

△

ALBANY, N. Y. — Camp supported by the Variety Clul vide vacations for needy bo enriched to the tune of $500 v *Times-Union* presented a ch that amount at the close of paign to remove the old "dea refrigerators. The paper don to the camp fund for each hauled away—following the two young brothers in an ab refrigerator.

Court Upholds Disn Of Suit Against AB

The U.S. Court of Appeals day upheld dismissal of the $ treble damage action brought American Broadcasting - Pa Theatres and major film dist by Royster Drive-In, Inc., ope the Peekskill Theatre, Peekski

New York Federal Judge F. Murphy had dismissed the lowing trial without a jury, that no basis could be found alleged conspiracy of AB-PT distributors in regard to the Theatre. Royster appealed th sion, but the court, in upho yesterday, said that "our revie record does not lead us to t clusion that the trial was err

To Reopen Theatre

MONTROSS, Va., June 9. newly organized Montross ment Corporation has purcha Montross Theatre, closed by mer owner for nearly a year, reopen the house June 14. Th tre was owned by a New Yo cern. J. T. Robertson, spokes the new owners, said the thea operate seven days a week wi nees on Saturday.

Storm Damages Th

CLEVELAND, June 9.—A tial rain storm resulting in flas in low areas, inundated the Theatre in Shaker Heights, a ciated Circuit unit, causing estimated at more than Water flooded the entire aud submerging the seats almost standee rail. The theatre is clo til the damage can be repair

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Ro Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vi dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single cop

A Directors

(Continued from page 1)

which would require directors a minimum of 100 shares of mpany's stock was opposed by ement. It was defeated by a f 1,051,982 to 63,204.

meeting was quiet and lasted little over an hour. Box lunches erved to the shareholders fol- the meeting and "A Hole in ad" was screened for them.

vering a stockholder's question, Benjamin, board chairman, nat prospect for the current dividends being continued is ood, but no consideration is given to increasing the rate at ne.

ites Expense of Litigation

ying to another stockholder's about the company's liability pending anti-trust suits, Ben- said U.A. spends $200,000 or 00 annually in the settlement ation and in payment for its f damages awarded plaintiffs. scribed the probable liability likely to be serious, noting tributor defendants are named minately in such actions and mages asked seldom are re- reality.

s management was compli- by another stockholder "for standing job you've done in ng United Artists, and the s it has shown in a relatively me."

ect All Officers

(Continued from page 1)

n; Max E. Youngstein, vice- nt; Arnold M. Picker, vice- nt in charge of foreign dis- n; Herbert L. Golden, vice- nt in charge of operations; r M. Peyser, vice-president neral counsel; Leon Goldberg, sident and treasurer; Robert nofe, vice-president in charge t Coast operations; Charles vice-president in charge of n productions; Seward I. n, secretary, and Joseph ontroller and assistant treas-

eld Returns from pean Trip Today

es Einfeld, Twentieth Cen- vice-president, returns to the States today following an ex- European tour on behalf of Stevens' "The Diary of Anne and Darryl F. Zanuck Produc- Compulsion." Einfeld attended s of both films at the Cannes and participated in openings ttractions in various continen- s. In addition, the film execu- with 20th Century-Fox rep- ives in Paris, Cannes, London, ne.

Will Implement Plans

his return to the 20th Cen- offices today, Einfeld will nt promotional plans for the y's summer releases.



UA STOCKHOLDERS are addressed by president Arthur B. Krim at their annual meeting here yesterday. Also at the dais are Robert S. Benjamin (left), chairman of the board, and William J. Heineman, vice-president in charge of distribution.

UA Quarter Net 12% Over '58

(Continued from page 1)

declined to predict profits for the period.

Net for the first 1959 quarter represents 51 cents per share, compared to 46 cents per share for the corresponding quarter a year ago.

Arthur B. Krim, president, predicted continuing growth for the company based on what he described as the "finest backlog of quality films in the company's 40-year history." He said there is every reason to expect improvement to continue into 1960 and 1961.

Tells of Several Projects

Krim said projects slated for production over the next year afford prospects as encouraging as the company's backlog of unreleased films, seven of which will be released before the end of the year. These are: "The Horse Soldiers," "A Hole in the Head," "Solomon and Sheba," "The Unforgiven," "On the Beach," "The Devil's Disciple" and "The Wonderful Country."

Scheduled for immediate production, Krim said, are "The Fugitive Kind," "Elmer Gantry," "The Misfits," "The Alamo" and "Inherit the Wind." Planned for later production are: "Exodus," "Two for the Seesaw," "West Side Story," "By Love Possessed" and "The Way West."

Only One Failure Last Year

Krim said the company's policy of financing and distributing pictures made by leading independent producers has attracted top personalities and talent to the company and has made possible its steady gains over the past years. He said that 15 of the 16 major productions released last year were successful, and only one, which he did not name, was a commercial failure.

The stockholders were informed that the board, acting on authority voted it at last year's meeting, has put into effect a restricted stock option plan for key executives other than certain management stockholders, an estimated 20 individuals in all to participate up to a maximum of 73,810 shares in all. Options for a total of 37,000 shares have been granted to 15 persons at a price of $27.91 per share, which was 95 per cent of the highest price on May 26, when the options were granted.

As of Monday, all but $488,900 of a total of $10,000,000 of convertible debentures had been converted into common stock, the meeting was informed. The right to convert expires at the close of business on Friday. Thereafter, unconverted debentures will be redeemed at 107 and accrued interest as of June 22.

Points to Subsidiaries' Growth

Reporting on U.A.'s non-theatrical subsidiaries, Krim said U.A. Records, headed by its president Max E. Youngstein and executive vice-president David V. Picker is growing daily and operating on an increasingly broader basis, although little more than a year old. "By 1960 we expect it will make an important contribution to United Artists gross and profit," Krim said.

He said U.A. Television, under Herbert L. Golden, its president, and Bruce Eells, executive vice-president, made remarkable progress during its first year. It sold two of its five filmed series and is negotiating for sale or syndication of the others.

Prospects also are excellent for Lopert Films, Krim said, with a strong art house schedule of releases, including Charlie Chaplin reissues, a new Brigitte Bardot film and several taken over from J. Arthur Rank.

Clarifies Status of UAA

Krim reported that United Artists Associated, headed by Eliot Hyman, is technically not a subsidiary of U.A., which has an option to buy the stock at a nominal sum. U.A. Associated last year acquired Associated Artists Prods. and with it the pre-1948 Warner Bros. film library, plus a number of Pop-Eye cartoons and others.

Krim said that a bank loan, secured by contracts already on the books of AAP at the time of acquisition totalled $25,750,000, but as of the end of this month the amount will be approximately $14,000,000, and is continuing at that rate. The reduction was achieved in a period of seven and one-half months.

Krim said UAA is progressing rapidly and new contracts are being written at a satisfactory rate. There are very substantial long range values in this inventory which will add considerably to U.A.'s net worth for many years to come, he said.

PEOPLE

Louis de Rochemont, president of Louis de Rochemont Associates, has been awarded the Royal Norwegian Order of St. Olaf, Knight First Class. The honor, bestowed at the command of King Olav V. of Norway, was official Norwegian recognition of de Rochemont's "Windjammer."

□

C. Terence Clyna, senior vice-president of McCann-Erickson Co., has been elected to the board of directors of the agency. He is responsible for the radio and TV programming services for all offices of the organization.

□

Dr. Thomas T. Goldsmith, Jr., vice-president, research and engineering, Allen B. Du Mont Laboratories, Inc., has received the honorary degree of Doctor of Laws from Furman University.

□

Edith Zornow, formerly office manager of Brandon Films here, has been named vice-president of Go Pictures, Inc., in charge of company sales.

□

Arthur Cantor, head of Arthur Cantor Publicity, will be the principal speaker at today's luncheon of the Publicity Club of New York, at the Midston House here. He will speak on "The Vicissitudes of Entertainment Publicity."

□

Fredric March has received an honorary degree of Doctor of Humanities from the University of Wisconsin, Madison, Wisc., in recognition of his 30 years as one of America's outstanding actors.

□

Doug Beshers, head booker of Georgia Theatres, has resigned that post to engage in activity outside the industry.

□

Delbert Mann, director, on Sunday was granted the honorary degree of Doctor of Laws by Northland College at its annual commencement exercises held in Ashland, Wisc.

□

John A. Harrington, head of the statistical department at the Kodak Park Works of Eastman Kodak Co., Rochester, N. Y., has been named an assistant director of the production planning division of the company.

Virginia Meet

(*Continued from page* 1)

sion will be highlighted by an address by Nathan Golden, director of motion pictures for the U.S. Department of Commerce, followed by a promotion-advertising panel composed of Harvey Hudson, manager WLEE-MBC, Richmond; Harold Soldinger, program manager, WTAR-TV-CBS, Norfolk; Jack Wright, Wright Advertising Agency, Newport News; Leonard Waters, Leonard Waters Advertising Agency, Newport, News; Dan Hydrick, general manager, WGH-ABC, Hampton; R. Braxton Hill, Jr., C.P.A. partner, Waller & Woodhouse, Norfolk; Thomas P. Chismam, president, WVEC-TV-NBC, Hampton.

The final business session Wednesday will feature Clarence P. Moore, regional director of the Small Business Administration and Martin Quigley, Jr., editor of *Motion Picture Herald*. The election of officers for the coming two years will follow the final business session.

The original founders of the Motion Picture Theatre Owners of Virginia have been invited as guests of the association on its silver anniversary and will attend the founders' banquet, Wednesday evening, when Warren Foster of Coca-Cola Company, one of the nation's foremost humorists, will speak

Teen Interest Is High In 'Ben-Hur,' MGM Finds

In the last two months, more than 500,000 teen-agers in high schools throughout the nation have discussed "Ben-Hur" and shown an eagerness to see M-G-M's new production of the classic novel.

These facts are contained in a survey made by the M-G-M Ben-Hur Research Department in 2,000 schools in 47 key cities. Questionnaires were sent to the heads of English departments in junior and senior high schools, public and parochial, with a total enrollment in these classes of close to 1,000,000. The returned questionnaires indicated that the English teachers held class discussions on "Ben-Hur" to arrive at the answers to the questionnaires.

The great majority of the schools and virtuallly all of the parochial schools include "Ben-Hur" on their lists of approved or recommended readings. Many teachers, in filling out the questionnaire, inquired as to student tickets and the possibility of arranging theatre parties for their classes. As a result of this interest, M-G-M is preparing an elaborate "Ben-Hur" study guide for schools, under the supervision of Dr. Joseph Mersand, president of the National Counsel of Teachers of English. A special section of particular interest to parochial schools will be prepared.

'Elephant' to Victoria

"Elephant Gun," a Lopert Films, Inc., release, will have its premiere at the Victoria Theatre here Friday, June 19.

Say One for Me

CONTINUED FROM PAGE 1

pancy in dialogue and behavior in respect to both clergy and church that is certain to bother some Catholics and others of serious religious bent.

However, the film's strong points far outnumber its shortcomings and it woud be misleading to give the impression that "Say One for Me" is not first and foremost swell entertainment with some top performers delivering their best at all times.

Crosby, as pastor of a Catholic church in New York's theatrical district, is concerned when he learns that Miss Reynolds has joined Wagner in a night club revue in order to earn money needed for the care of her ailing father. His concern increases when he visits the club and sees the performance, becoming convinced that Wagner has decided to add her to his already numerous feminine conquests.

CROSBY APPEALS to the best in both young people but does not succeed in dissuading Wagner from pressing his less than honorable attentions on Miss Reynolds. Nor does he succeed in his efforts to cause her to lose interest in Wagner.

The contest between the priest and the performer appears to be going in the latter's favor decisively when it comes time for Crosby to stage a major television show for charitable purposes, with top names in the entertainment world contributing their talents. Wagner, who never has succeeded in breaking out of the small-time night spot groove, feels a spot on Crosby's benefit show would be his greatest opportunity. Crosby agrees to give him the chance if he will give up Miss Reynolds, which Wagner agrees to do. To complete the break, Crosby informs Miss Reynolds of Wagner's faithlessness but, instead of being disillusioned with the latter, she is resentful of Crosby's interference and offers herself to Wagner but is refused.

An ill-fitting coat delivered to Wagner by mistake as he is about to go on the TV show recalls his humble background and early struggle for recognition, causing him to withdraw and give the spotlight to Crosby and Ray Walston, as an alcoholic song writer, to put over the latter's tune, "The Secret of Christmas." His act of self-abnegation leads to a reunion with Miss Reynolds and their subsequent marriage followed by a booking on the "big time."

WALSTON IS GOOD as the dulled tunesmith talent whom Wagner holds in servitude through alcohol. Supporting performers also are fine, among them Les Tremaine as Miss Reynolds father; Frank McHugh, Bruce MacFarlane and Dick Whittinghill as Times Square friends of Crosby's; Connie Gilchrist as the parish housekeeper; Nina Shipman as a chorus leader; Alena Murray as a dancer who has a baby without a husband, and Sebastian Cabot as a churchman who is also a popular television personality.

There are eight songs by James Van Heusen and Sammy Cahn, including the title song and the Christmas number. Catchiest are "The Girl Most Likely to Succeed," "Chico's Choo-choo" and "The Night Rock 'n' Roll Died," sung by Judy Harriet as a brash young entertainer on the way up.

Frank Tashlin produced and directed from a screen play by Robert O'Brien. Production is well executed and nicely enhanced by CinemaScope and color by De Luxe. Alex Romero's dance stagings are attractively done, and the music, supervised and conducted by Lionel Newman, is pleasing.

All in all, "Say One for Me" is generously loaded with entertainment and box office lures which the smart exhibitor can turn to substantial profit.

Running time, 119 minutes. Adult classification. Release, in June.

SHERWIN KANE

Buys Property Here

Pamela Amusement Co. has purchased two pieces of property on the southwest corner of Broadway and 89th Street here consisting of the 950-seat Yorktown Theatre and a two-story building containing seven stores and five second-floor offices, it is announced by Harry Brandt, president. The Yorktown is a Brandt Theatres operation.

Ann Del Valle Retained

HOLLYWOOD, June 9. — Ann Del Valle, former executive assistant to Cecil B. DeMille in charge of public relations, this week begins work on public relations and special area publicity for Rowland V. Lee's "The Big Fisherman," functioning in association with Don Boutyette, the drama's director of publicity, and Buena Vista, releasing organization.

13 More Ci

(*Continued from page*

operation of Harry Mandell, v ident of RKO Theatres.

The appointees, are Davi Grand Rapids; Jerome Baker ington, D.C.; Sol Sorkin, S Philip Nemirow, Providenc Sam Torgan, Lowell, Mas jamin Domingo, Boston; W rar, Trenton; Mark Alling, S cisco; William T. Hastings, Asa Booksh, New Orleans; Stephens, St. Paul; Robert Minneapolis.

Matt Plunkett, Kansas City A. Martin, Champaign, Ill. Dearmin, Marshalltown, Iow ence McFarling, Des Moines Troehler, Davenport; Leonar Cedar Rapids; Ansel Winsto ton; Edward McGlone, Colu H. Wright, New Brunswick and Frank Lindkamp, Rochest

Another RKO repres Joseph Alexander of Cincinn named previously.

Annual Installatio N.O. Wompis Sche

Special to THE DAILY

NEW ORLEANS, June 9. Lee Nickolaus, president of t Orleans chapter of WOMPI, nounced that the club's installation banquet is sched be held on Saturday, June 20 St. Charles Hotel with festi start at noon.

In charge of planning and ing the program are past pr Mrs. Loraine Cass, Mrs. Con demorte, Mrs. Ruth Toubma Mrs. Gene Barnette, Mrs. Berglund and Mrs. Nickolaus. office as the club's first lady 1959-60 term is Miss Jane Ell arty.

Other officers to be seat Mrs. Carmen Smith, first vic dent; Mrs. Della Favre, secon president; Miss Alma Lee Mal corresponding secretary; Mi Klos, recording secretary; an Anna Sinopoli, treasurer.

Allied Artists Acqu

(*Continued from page* 1

cisco. The only other franchise exchange is in Cleveland and erated by Allied Artists Film utors, Inc., of which Nate Sc president.

In addition to the 26 exc Allied Artists also maintains in Albany, Des Moines, Mil New Haven, Oklahoma City ar land, Ore., for sales and booki

U.C.T. Trial Date S

SAN FRANCISCO, June 9. of the $1,500,000 monopo against United California T Inc., was set to start Sept. 14 Federal Judge Oliver Carter jury. Plaintiff is Rene LaMar accuses the Naify circuit of ing him from getting first-ru for his Bal Theatre in San L

omy' Promotions leted with Speed

reminger has completed an promotion and tie-in cam- "Anatomy of a Murder" same "speed and dispatch" ch he completed the film, Pictures said yesterday. The was drawn up within a the end of shooting on the

g Demand for Book

ed in the program is a pa- edition of the book with a of 1,900,000, already sold a motion picture edition of set to go. St. Martin's Press ting this month a new hard- k, "The Anatomy of a Mo- ture" by Richard Griffith, f the film library of the New seum of Modern Art. Other includes single records and ; promotion on the ward- n by co-star Kathryn Grant cture; radio promotion; and theatrical trailer and special iler, among others.

Allied

(Continued from page 1)

guests is expected tomor- the convention golf tourna- the annual banquet. Re- of all officers, headed by Sid- n, president, also is sched- convention will close on

Hearing Deferred

ON, June 9.—The hearing on minary injunction sought by h Pond Open Air Theatre, ge, against Buena Vista to from imposing fees on admis- children for "Shaggy Dog" postponed until Tuesday, at the request of Buena Vis- earing originally was sched- ore Federal Judge Charles for this Thursday.

romotes Gaines

ON, June 9.—Herb Gaines, to branch manager Bill Ku- Warner Brothers here, has moted to branch manager in He will be replaced here by gal, a former Bostonian, who king for Warners in Albany alo.

M. Glackin, 72

FORD, June 9.—Mrs. Mar- ckin, 72, widow of John S. in, Connecticut theatre pio- operated the Arch Street New Britain, and other s in association with the eWitt interests, is dead.

t' Here June 17

bia's "Middle of the Night" e a dual premiere at the x Theatre 52nd Street and m Theatre here on June 17.

Television Today

Jack Paar Signs New Long-Term NBC Pact

Jack Paar has been signed to a new long-term contract by the National Broadcasting Company, it was announced by Robert E. Kintner, president.

Jack Paar, the star of "The Jack Paar Show" seen on the NBC-TV Network Monday through Friday, 11:15 P.M. to 1 A.M. EDT, will begin his new agreement effective July 6, continuing his starring appearances Monday through Thursday.

Ratner Tells Plans for TV Drama Productions

Special to THE DAILY

MIAMI, Fla., June 9. — Multi-millionaire Lee Ratner, who is best known in this area for his vast Florida real estate holdings including the 50-square mile Lehigh Acres near Fort Myers, has announced plans to produce dramatic films for television.

He recently acquired the rights to 24 original stories which are being adapted for one-hour films. The stories are all based on the weird or supernatural.

'Californians' Put On Syndication Market

"The Californians" will enter the syndication market after a two-year run on the NBC-TV network. Victory Program Sales, a division of CNP, will handle the station-to-station distribution of the western, making it available for the first time to daytime and early evening viewers.

VPS was set up last year by CNP to handle reruns of off-the-network and first-run properties to provide individual stations with a steady stream of product. "The Californians" will be offered as a once-a-week series or on a daily strip basis. VPS has also designed a "Western Omnibus" to meet the increasing demand for daytiming of western fare. The omnibus will include "The Californians," "Frontier," "Steve Donovan, Western Marshall," and "Hopalong Cassidy."

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

ST. LOUIS, MO., June 9

WELL, here we are in the city made famous by Colonel Charles Lindbergh, Pepper Martin and Harry Fender, in that order. The idea for this grand tour, that will take us and extra copies of MOTION PICTURE DAILY-TELEVISION TODAY to radio and TV execs, artists, announcers, producers and deejays in cities including Albuquerque, Phoenix, Tulsa, San Diego, Los Angeles, San Francisco, Salt Lake City, Denver, Milwaukee, Chicago, Cleveland, Buffalo and Syracuse, took root when we happened to read the column one day and were struck with the notion that "Around the TV Circuit" rather means the United States as a whole and not merely from New York's Channel 9 at Broadway & 41st St. to the ABC and NBC Studios located at W. 66th and W. 67th Sts., respectively. Soooo, came June 4 and into our trusted and dependable chariot with the strains of Joe Meyers' immortal ditty, "California Here I Come" sounding from pursed lips.

After a nine hour drive on the turnpikes, we arrived in Cleveland at 2 ayem, Friday, parked in front of the Bulkley Bldg. on Euclid Ave. and elevatored to the third floor. Walked in to Studio A, said "howdy," to a much-surprised Carl Reese (all-nite deejay at station WERE) and 10 minutes later had the pleasure of chatting with him before the mike. Of course we talked shop, the pleasant trend towards better songs (thanks, to the current success of revivals of song hits of yesteryear and of course the standards). We learned that Tommy Edwards hadn't yet returned from the deejay convention in Miami, that Bill Randle was recuperating from an illness and that Ernie Simon, an old pal of ours of many years, had come to Cleveland from WGN in Chicago, and had become one of the city's most popular morning diskers, as well as the "voice of the Cleveland Indians."

Later that morning, after a quick shower and shave at the Hotel Hollenden where Jack Mason made us welcome, we went back to WERE for a fine visit with Ernie. After that another swell visit with Phil McLean, thence to affable and dynamic Art Freeman who informed us that it seems that the city's platter spinners had latched onto Valentino's new Pinky Record of "Where Can You Be?" which, of course, was real music to our ears inasmuch as Art is Prexy of Concord Record Distributors with branches in several eastern cities.

☆ ☆ ☆

Sat. morning we drove to Louisville and after a wonderful meal at Jean and Frank Smith's cozy home in St. Matthews, we hied ourselved downtown to see Bill Spencer, v.p. of Air Trails and gen. manager of WKLO. Bill was out closing a new contract for the station so we chatted with youthful Paul Cowley, who's just about the most popular with this area's teen agers. Paul had just returned from the Miami d.j. convention and we had quite a chat about our mutual friends. Guess this is about all up to this minute so we'll head for the wide open spaces of Oklahoma, Arizona and California.

UA-TV Appoints Elges Western Sales Manager

Myron A. Elges has been named regional sales manager of the Western Division of United Artists Television, Inc., it was announced by Bruce Eells, executive vice-president of UA-TV. Elges will make his headquarters in San Francisco, reporting to Jack Gregory, Western Division manager.

Active for 26 Years

Elges has a background of 26 years in television, radio and newspapers. He was associated with Television Programs of America, Inc., as sales representative for Northern California and the Pacific Northwest, managed the San Francisco office of Western Dailies, Inc., was sales manager at CBS in San Francisco, and was a network salesman for NBC, Blue Network, Inc., and ABC in Hollywood.

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THERE'S A NEW MAGIC TO THE MAGAZINE PAGE

In the pleasant hum of current comment there are these refreshing and recurring phrases: *"You've made me an enthusiastic magazine fan all over again."* "It's like sunlight." *"I can't put the darned thing down."* "McCall's is just unbelievably fascinating—I read and read, and look and look, spellbound." *"Your whole wonderful magazine is the talk of our group."* "My husband says I've been hypnotized; he's never seen me so captured by any magazine before." *"Suddenly you make it seem more marvelous just to be a woman."*

Thus readers. (The March and April and May issues sold out at the newsstands.)

Hardly less gratifying are notes and comments from advertisers, and their advertising agencies: *"It is quite possible you have set a brand new standard for magazine publishing."* "With March we thought you had done it, with April we felt you'd done as well by accident, but with May we must admit it seems neither accident nor luck." *"We have called our staff together to go over these stunning issues, page by page."* "You may very well have begun a job bigger than some of us now imagine, that will reestablish the incomparable magic of the magazine page and lift magazines to a level higher than ever before."

June issue now on sale. (Last minute item: Next month's issue, July, closed with advertising linage up more than 21 per cent over July 1958!)

McCALL'S . . . THE MAGAZINE OF TOGETHERNESS

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 5. NO. 111 NEW YORK, U.S.A., THURSDAY, JUNE 11, 1959 TEN CENTS

N. Y. State Court

le Suit to lt Exhibition 'Gold Rush'

Export, Lopert Ask ges, Accounting

Roy Export Co. Establishment ert Films, Inc. yesterday filed aint in New York State court an injunction against further ion and exhibition of the Chaplin film "The Gold Rush." in the complaint are the In- rt Theatre in Queens, Robert ner, doing business as Film ieces of Washington, D.C., and other individuals and corpora- leged to be associated with as well as the owners of the Theatre on East 86th St. in an.

ges and an accounting for past (*Continued on page 4*)

-Fox Considering sification: Skouras

From THE DAILY Bureau

LYWOOD, June 10. — Diver- h outside the entertainment is being seriously considered Century-Fox, it was stated ay by Spyros P. Skouras, pres- the company, whose declara- lowed by only a week the ement of Barney Balaban, t of Paramount Pictures, that (*Continued on page 2*)

on of Decency lemns 'Profession'

French film "Love Is My Pro- starring Brigitte Bardot and bin, has been condemned by ional Legion of Decency. Ex- its objections the Legion "An unrelieved emphasis on ty of a highly gross nature this film a serious threat to nd private morality. The sug- (*Continued on page 3*)

ISION TODAY—page 4

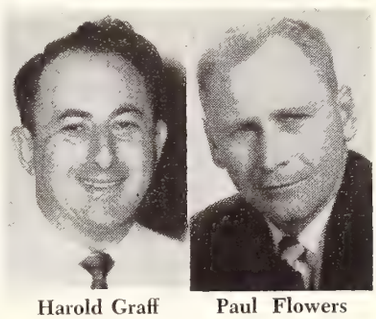
Quigley Awards Go to N. Y., Calif., Australian Managers

By WARREN G. HARRIS

The winners of the 25th annual Quigley Grand Awards for showmanship were announced here yesterday. Honored were two theatre managers from opposite shores of the continent, New York and California, and another active exhibitor from faraway Australia.

The winners are:

Large situations — HAROLD GRAFF, manager of Loew's Orpheum Theatre, located in the heart of the Yorkville district of New York City.



Harold Graff Paul Flowers

Small situations—PAUL D. FLOW-

(*Continued on page 2*)

UA-TV Completes Sales Roster; Has Five Series

United Artists Television has just about completed its executive sales force, a project that has taken more than six months, and is ready to move into the syndication field, president Herbert Golden and executive vice-president Bruce Eells announced at a trade press conference here yesterday.

Golden and Eells introduced the new sales executives yesterday. They are: Phil Williams, eastern divisional manager; William R. Dothard, eastern regional sales manager; John R.

(*Continued on page 4*)

Johnston Due From London Tomorrow

Eric Johnston, Motion Picture Association president, is scheduled to return here from London tomorrow night, proceeding to Washington immediately.

Johnston was in London for an international economic conference but is believed to have used the opportunity to discuss with British Board of Trade officials a date for the annual negotiations in connection with the

(*Continued on page 5*)

Palmer, Mass. Drive-In Files Anti-Trust Suit

Special to THE DAILY

BOSTON, June 10. — An anti-trust suit asking $1,000,000 in damages has been filed in U. S. District Court here by Lawrence Miceli, operator of the Metro Drive-in, Palmer, Mass. against

(*Continued on page 5*)

REVIEW:

John Paul Jones

Warner Bros.

THE UNQUALIFIED SUPPORT of schools and educators, the United States Navy, and custodians of Americana everywhere guarantee initial support for this spectacular story of the exploits of the swashbuckling highly independent individual who was in large part responsible for the earliest traditions of our Navy. Robert Stack plays John Paul Jones, sea captain, occasional Virginia farmer, adventurer and leader of men who humbled the proud British Navy and gave an enormous lift to the morale of the battling American colonists and was one of the factors in enlisting French support for the infant United States of America.

With Samuel Bronston producing, this Warner release conveys, in

(*Continued on page 3*)

Slow Progress

Soviet Film Premiere Set Back to Fall

Cultural Exchange Plans About a Year Off Schedule

With only minor progress toward clearing up preliminaries having been made in the three weeks since the Treasury Department ruled that the cultural exchange film deal with the Soviet was exempt from Federal taxation, industry officials said yesterday that there could be no premiere performances under the agreement earlier than next fall.

Originally it had been expected the premieres might be held in Washington and Moscow last year. One delay followed another, however, and when the tax liability question arose several

(*Continued on page 3*)

Columbia, Grinberg in New Film Library Deal

Columbia Pictures Corp. has concluded a deal with Sherman Grinberg, independent film library operator in New York and Hollywood to move his operation to the Columbia Gower Street headquarters in Hollywood and act as exclusive agent for the sale and rental of Columbia owned stock footage to the industry.

The deal, which is effective Monday, will make the extensive Colum-

(*Continued on page 2*)

Goldwyn to Meet with 75 Top Ticket Brokers

Samuel Goldwyn will host Broadway's 75 top ticket brokers today (11) at a luncheon at the Playbill Restaurant to discuss plans for the widest possible ticket sales for his motion picture production of "Porgy and Bess." The film has its world premiere at the Warner Theatre Wednesday, June 24th.

Out of town patronage as an important summer source of sales, as well as metropolitan area plans, will be incorporated in the discussions.

PERSONAL MENTION

JAMES E. PERKINS, president of Paramount International, returned to New York from London yesterday via B.O.A.C.

•

JAMES HILL, of Hecht-Hill-Lancaster, and GILBERT KURLAND, production manager, will arrive in New York tomorrow from Hollywood. They are en route to London.

•

ALFRED HITCHCOCK and Mrs. HITCHCOCK will arrive in New York at the weekend from the Coast.

•

BEN STARR, theatrical attorney will leave here today for London via B.O.A.C.

•

ARTHUR ISRAEL, JR., vice-president and general manager of Famous Music Corp., returned to New York yesterday from Hollywood.

•

NUNNALLY JOHNSON, producer-director, will arrive in New York today from Hollywood.

•

HAROLD LEWIS, treasurer of ATA Trading Co., has returned to New York from Schenectady.

•

PETE MAGAZZU, Eastern Pennsylvania exhibitor, is recuperating at St. Joseph's Hospital, Hazelton, Pa.

•

BURTON TOPAL, United Artists branch manager in Buffalo and Albany, left there yesterday for Scranton, Pa.

•

ABE SUNBERG, manager of the Girard Avenue-Strand, Philadelphia, has returned to his duties following treatment at Barton Memorial Hospital there.

•

C. T. JORDAN, branch manager in Atlanta for Howco Films, has returned to his duties following a short illness.

•

PETULA CLARK, British actress, has returned to London from New York via B.O.A.C.

•

ROBERT WISE, producer-director, has returned to Hollywood from New York.



Quigley Awards Announced

(Continued from page 1)

ERS, managers of the Fox Venice Theatre, Venice, Calif. This is the second year in succession that Flowers has been so honored. Since submitting his entries this year, he has assumed managership of the Loyola Theatre, Los Angeles.

Overseas—J. B. BEGG, manager of the State theatre, Adelaide, Australia.

Foreign showmen submitted campaigns of such excellence that the judges, at the annual competition held at Toots Shor's here last week, voted two honorable mentions as follows:

R. A. Lee, MGM publicity director in London, for the world premiere of "Dunkirk" at the Empire theatre, Leicester Square; Oswaldo Leite Rocha, head of publicity of Paramount Films of Brazil, for his efforts on behalf of "Funny Face," which was billed as "Cinderela em Paris" south of the border.

Honored for 'Fall Film Festival'

Graff received his Grand Award for a "Fall Film Festival" campaign devoted to five motion pictures, including "Imitation General," "Man of the West," "The Reluctant Debutante," "The Vikings" and "The Bridge on the River Kwai." Dedicated "to all those showmen who strive for the impossible," the campaign gratefully acknowledges the dedicated support of Graff's employees, "without whose unselfish and excellent cooperation it would not have been possible."

"Webster defines that the dividing line between advertising and publicity is simply that advertising takes on the guise of publicity when it is not paid for," says Graff. "We at Loew's Orpheum felt it advisable to sell advertising to our local merchants so that the theatre could enjoy publicity." The campaign drawn up by Graff exceeded the cost alloted by the circuit to the theatre, but the difference was made up through the support of the merchant sponsors who received mention in contests, on handbills, etc.

Training Program a Feature

The campaign that won Flowers his second Quigley Grand Award in succession was also devoted to a multiplicity of promotional endeavours, rather than to any one specific picture. Outstanding in the eyes of the judges was a "Manual of Procedure and Training for Fire Fighting and Prevention in Theatres," which points up the importance of staff understanding of same. The training program marked the first time the Los Angeles Fire Department and a local theatre have undertaken such a joint effort, according to Flowers.

As for selling more tickets at the boxoffice, Flowers had the following promotions represented in his entry: a Hallowe'en midnight spook show; children's talent shows; a turkey raffle; teen-age double bills; scores of merchant sponsored shows; and a midnight rock and roll show which was a pace-setter for the entire Fox West Coast circuit. A complete record of staff activities which were designed to foster employee pride in the theatre was also submitted by the enterprising showman. In each case, his entries were mounted in handsome plastic folders, complete with photographs and press clippings. In addition, there were many color sketches executed by Flowers himself, an accomplishd hand at the drawing board.

Begg's campaign was actually devoted to two important events, the local launching of "Picnic" and the opening of the modern State Theatre, which rose on the site of the old Civic. These efforts began with release to the press of details of the new theatre, which was built at a cost of more than $280,000 and extended to a contest to find a suitable name for the showcase and institutional advertising.

Then came the advance build-up for "Picnic," the first feature attraction at the new State. Drumbeating this attraction were a crossword puzzle contest with the Adelaide *Advertisers*, a photographic slide contest with a local camera dealer and tie-ups with all sorts of manufacturers of food and sundry items generally associated with picnics. To top everything off was the big gala opening night, which received extensive coverage all over Australia through the press and radio and television. Begg's campaign closes with a newspaper photo of himself posed next to a lobby board dotted with congratulatory telegrams for a job well done.

Columbia, Grinberg

(Continued from page 1)

bia film library more readily available to the industry as a whole, it was pointed out. While Grinberg becomes the exclusive representatives of the library, Columbia retains full ownership.

Grinberg will continue to maintain his own business with Columbia now having a financial interest in the Grinberg operation. The Columbia film library, dates back 30 years and includes productions of all eras.

Fox 'Diversification'

(Continued from page 1)

that organization is considering the "acquisition of additional interests." (See MOTION PICTURE DAILY, June 3).

Skouras was not specific regarding the particular fields considered by the company.

Loew's to Construc New Building Here

Loew's Theatres will demo building here at 1546-1548 B and construct an entirely new the premises at a cost of som 000, it is announced by Euge er, president of the circuit. T structure will be ready for oc about Oct. 1 and will inclu floors in addition to the store ground floor. It will be suit offices and showrooms.

Spectacular for Roof

There will be two entrance building, a new one on Br and the other through the Theatres Annex Building at 1 46th St., Howard Johnson's rant will occupy the ground fl Douglas Leigh & Co. will erec spectacular on the roof.

AIP Officials Comi With Print of 'She

From THE DAILY Burea

HOLLYWOOD, June 10. - H. Nicholson and Samuel Z. A American International Picture here Friday for New York to s work print of "Sheba and the tors," Anita Ekberg starrer, cuit and independent theatre tors.

The AIP executives also wi ize national campaign pl "Diary of a High School Brid ing their stay in Gotham.

Moveover for 'Roo

The Italian film, "The Roc move from the Trans-Lux 5 Theatre here to the 55th St. Pl to continue its U. S. premie film opens at the latter the Monday and it leaves the fo Tuesday. Richard Brandt, pres Trans-Lux Distributing Corp. is releasing "The Roof," expl 52nd St. Theatre had a prior ment to play Columbia's "Mi the Night."

Book 'Grand Illusi

Jean Renior's "Grand Illusi been booked into the Barone tre here for a late June openi Von Stroheim, Jean Gabin an Fresnay are starred in the winning film which was first s America in 1938. It is being in this country through Con Distributing, Inc.

Irwin Allen to N.Y.

HOLLYWOOD, June 10. - Allen will leave here tomorro a print of his Allied Artists tion, "The Big Circus," for of screenings for circuit manag exhibitors.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Roc Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vic dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copi

PEOPLE

m H. Clark, who has been ance superintendent at the terson, N. J., plant of Allen Mont Laboratories, has been general superintendent of the y, with responsibility for plant ice facilities at Clifton and in addition to East Paterson. ceeds **Walter H. Husselrath,** d on May 25.

□

an D. Gentry, former man- the Princess Theatre, Morris- enn., has taken over the Maloy Theatre in that community.

□

s R. Hunt, formerly sales di- f Fordel Films Co., has been d, effective at once, sales of Sound Masters, Inc., pro- of motion picture and TV e will also serve as controller l Masters, as well as National nal Films, Inc., a subsidiary.

□

Martin, for 15 years with the Theatre, Greeneville, Tenn., named manager of the Cres- isement Co. theatres in Union nn.

□

Crews, of Oxford, N. C., has his Orpheum Theatre of that Theatre Owners of America.

□

Curtis, daughter of **Julian** sales manager of Joe Horn- c., theatre supply dealers, has he Radio City Music Hall s.

□

r Howard, former Schine circuit employee, is now man- ne Super 50 Drive-in, near Spa, N. Y., for **Alan V. Iselin** y, N. Y.

□

Christine Smith Cilliam, city or Atlanta, has installed the ers of the Better Film Coun-

□

Lichtman, Samuel Solnick ert Mistrano, of Philadelphia, new owners of the Florida at nearby Trevose, Pa.

□

Casey, manager of **William** 's Bryn Mawr Theatre, Bryn a., is leaving that post to manager of the Anthony Theatre, a Fried operation in Pa. Both are in suburban hia.

□

tapelton, nephew of **Irma** , of the accounting depart- National Theatre Supply Co., has been named Freshman Year at Baylor University, ex.

□

Smith, formerly with Bercal , Hartford, as manager of the

John Paul Jones

CONTINUED FROM PAGE 1

flawless Technicolor and in the breathtaking Technirama process, the sweep and the breadth of the world wide events which revolved around the American Revolution, the colorful and highly quotable characters who participated in those events, and the troubles which beset the nation a-borning. Episodic, as was Jones' life, the film moves from Scotland where he was born; to the West Indies, where he was charged with murder; to Virginia, where he inherited his brother's substantial estate; to Philadelphia and the Continental Congress; to Valley Forge and a discouraged but destiny-driven General Washington; to the French court at Versailles, where Benjamin Franklin was pressing the American cause; to the audacious raid on the English port of Whitehaven and, the flaming and historic battle of the Bonhomme Richard and the English frigate Serapis; to the corrupt court of Catherine the Great of Russia; and finally to the mighty modern Navy of the United States true to the traditions of its first commander.

It is studded with characterizations of the people of history—Patrick Henry, Thomas Jefferson, Benjamin Franklin, George Washington, Samuel Adams; Louis XVI, the Sun King, and his Marie Antoinette; King George III, and Aimee de Tellison, the high-born but illegitimate French girl who was Franklin's protege. Best of all in this parade of history is a few brief moments of portrayal by Bette Davis of Catherine the Great of Russia, a high point of the picture.

The historical pageantry is spectacularly eye-filling, the more so because the picture was made in Spain and in France with appropriate and authentic locations available. The direction by John Farrow tends to heighten this sense of pageantry rather than the inherent dramatic values of John Paul Jones' life. The events overshadow the people, apparently a deliberate accent since the screen play, also by Farrow and Jesse Lasky, Jr., takes the same line. However Stack, in the title role, portrays the commander satisfyingly—particularly in those scenes where his mastery over the men he leads is accented.

Satisfying also are the portrayals of Benjamin Franklin by Charles Coburn and of the bewitching Mme. de Tellison by Marisa Pavan. An extensive cast of players led by Macdonald Carey, Jean Pierre Aumont, David Farrar, Peter Cushing, Susana Canales and Jorge Riviera fill the remaining roles.

It is a spectacle, to be sold as such and on that basis it is sure of success.

Running time, 126 minutes. General classification. Release, August 8.

JAMES D. IVERS

Parsons, has joined Daly Theatres Corp., same city, as manager of the Daly, succeeding **William V. Rocks,** who has left the industry.

□

Tom M. Young, dean of Film Row at Memphis, on July 1 will retire as branch manager there for 20th Century-Fox. He will be succeeded by **Dan M. Coursey,** formerly branch manager in Atlanta, who has arrived in Memphis to take over his new duties.

□

John Trux has been named sales promotion manager for Bell & Howell He comes to B. & H. from the RCA-Whirlpool sales division of Whirlpool Corp., St. Joseph, Mich.

□

Joel Rose, who for the past 14 years has handled column publicity for United Artists, has joined Steve Allen Productions in Hollywood as press representative. He will leave for the Coast this summer with the rest of the Allen staff.

□

Jack Webb, television star, is featured in a new, two-minute motion picture trailer recently completed in Hollywood by the National Tuberculosis Association, New York, for its annual Christmas Seal Sale Drive. It is expected that the trailer will be seen in 12,000 theatres.

□

Walter Burget, owner of the Lincoln Drive-in Theatre, Van Wert, Ohio, has taken out membership in Independent Theatre Owners of Ohio.

□

Martin Starr, radio commentator, will record a series of taped interviews with several of the officers of the Will Rogers Memorial Hospital and Research Laboratories of a promotional feature of the annual meeting, June 25-27, at Saranac Lake, N. Y., site of the Hospital.

□

Joe Reynolds, manager of the Towne Theatre, Milwaukee, has received an award from the Better Films Council of the Miwaukee Council, on behalf of Standard Theatres, for showing the most of the best pictures during the past year.

□

Raymond Bayus has been named manager of the Lockwood & Gordon reopened Candlelite Pix Drive-in Theatre, Bridgeport, Conn

Soviet's Film

(*Continued from page* 1)

months ago and the Treasury deliberated at length before making its ruling, the premiere time was placed in mid- or late summer.

Yesterday, Kenneth Clark, Motion Picture Association vice-president, estimated that September would be the earliest possible date for premiere in view of the present status of the exchange arrangements.

Tests as to whether or not color prints of the exchange films can be used with standard projection equipment here and in Russia still are incomplete.

In addition, the specific terms for the exhibition of the 10 American pictures in Russia were sent to Moscow only last week. It is assumed that the Soviet cultural exchange officials will want several weeks to examine the terms and prepare an acceptance, suggestions for changes, or other reply.

Terms Must Be Set First

Only after the terms have been accepted can arrangements for allocating distribution of the seven Russian exchange films among the Motion Picture Export Association member companies proceed. And only after distribution has been decided can plans for a premiere be started.

This would involve deciding on the premiere picture itself, the city, theatre, sponsors and many other premiere details. The original plan was to have official premieres of the American and Soviet films in Moscow and Washington, respectively, with high government officials of both nations in attendance. Whether that plan will prevail or not, remains to be officially determined.

In any event present indications are the actual launching of the exchange films on their public exhibition ways will be at least a year behind original schedules.

Legion of Decency

(*Continued from page* 1)

gestiveness in costuming, dialogue, and situations is an open flouting at Judaeo-Christian standards of common decency."

The Legion also classified three other films this week, placing all in Class A, Section 2 (morally unobjectionable for adults and adolescents). The films are "Born to Be Loved," "The Hound of the Baskervilles," and "The Virtuous Bigamist."

Memphis Censor Bans Brigitte Bardot Film

Special to THE DAILY

MEMPHIS, June 10. — The Memphis all-woman censor board today banned "Love Is My Profession," a Brigitte Bardot feature film, from Memphis.

Eddie Martin, branch manager, Howco Exchange, said Mrs. B. F. Edwards, censor chairman, told him the film "was just too obscene and objectionable all the way through and couldn't even be cut to get it passed."

Television Today

Who's Where

Sherman C. Hildreth has been appointed director, station technical facilities, for the NBC Owned Stations, it was announced by P. A. (Buddy) Sugg, executive vice-president, NBC Owned Stations and NBC Spot Sales. Hildreth joined NBC in Washington as a radio engineer in 1944.

□

Leonard C. Warager, Jr., has been appointed account executive for WABC-TV, it was announced by **James E. Szabo,** general sales manager of the station. Warager comes to WABC-TV after serving Interstate Television Corporation as Northeastern Division sales manager.

□

MPO Television Films, Inc., has added **Thomas B. Armistead** as staff producer-director in Hollywood in an expansion move. Armistead, a former head of the J. Walter Thompson Co. West Coast TV commercial film department, will report to **Mel Dellar,** MPO executive producer in Hollywood.

□

Errol Linderman will join Elliot, Unger and Elliot, the commercial-producing subsidiary of Screen Gems, as supervisor of client relations. Linderman was previously with Universal Pictures where he served from 1951 as manager of the TV sales service department. Prior to that, he was with Universal's distribution outlet in Great Britain, and also worked for United Artists in England.

Colgate Will Sponsor Western Theatre Series

Stars of Hollywood movies and NBC-TV Network programs will be presented on the "Colgate Western Theatre," a Western anthology film series, Friday nights on NBC-TV from July 3 through Sept. 4 (9:30 p.m. EDT). James Stewart will lead the list of top-name performers when he stars on the premiere program July 3.

Other stars, on subsequent dates, will be Ronald Reagan, Lee Marvin of NBC-TV's "M Squad," Dale Robertson of NBC-TV's "Tales of Wells Fargo," George Montgomery of NBC-TV's "Cimarron City," Robert Cummings of NBC-TV's "Bob Cummings Show," Rod Cameron, Joanne Dru, Steve Cochran and Keenan Wynn.

Ted Bates Is Agency

The "Colgate Western Theatre" will be sponsored by the Colgate-Palmolive Company, through the Ted Bates and Company Inc., agency. The programs, previously presented on various other TV series, will take the time spot of "The Thin Man," which ends its current run June 26.

New Distributor of TV Programs Formed

Formation of Universal Television Distributors, Inc., a new distributor of television and radio programs, with offices here was announced by Mel Schlank, who heads the new nationwide organization. Schlank resigned as vice-president of NTA Program Sales, a division of National Telefilm Associates Inc., in order to organize and direct Universal Television.

Schlank has had wide experience as a sales executive in the program distribution field, prior to which he headed his own television appliance company. Schlank was vice-president in charge of sales for Gross-Krasne Inc., retaining the same position when Gross-Krasne became Gross-Krasne-Sillerman,, Inc., becoming vice-president of NTA Program Sales Division when Gross-Krasne-Sillerman Inc. was acquired by NTA.

FCC Urges Laws on 'Private' Discussions

From THE DAILY Bureau

WASHINGTON, June 9—The Federal Communications Commission urged Congress to approve legislation barring private communications with FCC members on cases which are pending before the commission.

Commissioner Rosel Hyde backed the legislation in testimony before a Senate Commerce Subcommittee. The bill would prohibit anyone from communicating with a commissioner or FCC staff member on any matter set for hearing unless all parties to the case are notified. Hyde also endorsed a bill repealing a provision of present law permitting FCC members to accept pay for speeches or written articles.

Gene Kelly, V. Borge Headline Pontiac Show

Gene Kelly and Victor Borge will headline the "Pontiac Star Parade" series of eight one-hour live or tape specials to be colorcast over the NBC-TV Network during the 1959-60 season it was announced by Walter D. Scott, executive vice-president, NBC Television Network.

The Pontiac Motor Division of General Motors Corporation will sponsor the programs. Kelly will figure in three productions and Borge in one, with additional top-calibre stars to be announced. One of the other four shows will be devoted to showcasing new young talent.

Borge, whose "one-man shows" on television and Broadway have consistently attracted record audiences, will be seen on NBC-TV on a Friday early in the season from 10-11 p.m. NYT.

The exact date will be announced soon.

UA-TV Sales Roster

(*Continued from page* 1)

Allen, central divisional manager; Howard Christensen, central regional sales manager; Jack Gregory, western divisional manager; Myron Elges, western regional sales manager; and James F. Delaney, south western divisional manager. The latter has still to select his regional sales manager.

UA-TV's first series to be sold on a syndication basis will be "Tales of the Vikings," a project of Kirk Douglas' Bryna Productions. Into this series, Eells pointed out, has been poured $2,500,000 worth of "production elements" used for the original "Vikings" theatrical feature, which was also produced by Bryna. Eells said that one of the principal aims of UA-TV is "to go after product to match the standards of the motion picture company."

Five Other Projects Listed

Other projects which UA-TV has either sold or is negotiating to sell include "Troubleshooters," "The Dennis O'Keefe Show," "Hudson's Bay," "Miami Undercover" and "United Artists Playhouse." "Troubleshooters," Eells announced, has just been purchased by Philip Morris for presentation on NBC-TV this fall, while Oldsmobile has purchased the O'Keefe show. NBC is also reported interested in "UA Playhouse," although a deal has yet to be signed.

In introducing the new sales executives, Eells said "these are the men who will go out and recruit the cream of the syndication sales the United States." He estima the over-all size of UA-TV force during the coming yea be about 455 men.

'Gold Rus

(*Continued from page* 1

distribution and exhibition of ture are also sought.

The action was brought, u legal theory of "unfair comp or "unfair trade practice". Tl plaint alleges, among other that Roy Export is the onl owner of all positive prints an tives of "The Gold Rush"; th Masterpieces is distributing or ing prints that were either th wrongfully obtained or were from wrongfully obtained pri that the film has been disto Film Masterpieces by the ad an inferior sound track.

Sargoy & Stein of this city torneys for plaintiff Roy Expo Phillips, Nizer, Benjamin, Ballon appearing as attorneys co-plaintiff Lopert Films, In

Zugsmith, Broidy

HOLLYWOOD, June 10. ducer Albert Zugsmith toda cluded negotiations with Steve president of Allied Artists, t "Sexpot" for that studio, Mamie Van Doren. The pict roll in November.



tional

e-Selling

REY HEPBURN portraying
er Luke of "The Nun's Story"
on the color cover of Life's
ssue. In a cover story on this
rner Bros. film, scheduled to
at Radio City Music Hall,
ditors published the back-
f this compelling story.
ries ago a sainted nun ob-
at no matter how outwardly
nd serene a nun might be,
remained a battleground un-
ied. For love of God a nun
herself to prayer, and to a
scipline and self-abnegation
to nature. This is tremen-
ewarding; it is also very dif-

g a famous book into a film
viewer says "Director Zin-
nakes 'The Nun's Story' a
ly beautiful, tragic account
attle that raged 17 years in
s soul'."

•

a "Say One for Me," "The
oldiers" and a table of con-
ge ad on "North by North-
pear in the June issue of
en."

•

ears ago, Ava Gardner left
ed States to live in Europe,
ed never to return. Ava, a
omen, told Robert Levin of
years of flight from her
ner country, her talents and
r the June issue of Redbook.
raphs made on location in
for Stanley Kramer's "On
ch" add a pictorial phase to
le.

•

Diary of Anne Frank" reports
Marek in the June issue of
"is like the book and play
eceded it, a masterpiece. It
, poignant, tender, comic,
oving and inspiring all at
d perhaps as much as any
the war it illustrates the es-
orth of the human spirit."

•

y O' Gill and the Little
says Ruth Harbert in the
ue of Good Housekeeping
be more delightful if you
ay your way in shamrocks."
to of Janet Munro and Sean
stars of this new Disney
seated on an Irish two wheel
a romantic mood illustrates
w.

•

Cagney, star of "Shake Hands
he Devil," wrote an article
s childhood for the June 7
This Week. He worked from
he was in his early teens,
ool and during vacations to
ort his mother and sister.

WALTER HAAS

FEATURE REVIEWS

The Woman Eater

Columbia

Made at the Twickenham Studios in England, this Fortress Film production is being offered by Columbia with "The H-Man" as a package. The actual woman eater is not as portentious as it sounds, being a giant tree which lives on the sacrifice of beautiful women. Scientist George Coulouris, exploring in the Amazon, witnesses one of these rites and subsequently gets the tree back to England, believing that he can develop a serum from it which will bring the dead back to life.

To continue his experiment, Coulouris picks up a number of women and sacrifices them to the tree, which continues to thrive and produce a more powerful serum each time. When the scientist murders his housekeeper, Joyce Gregg, her corpse is the first human guinea pig in the experiments, turning into a breathing shell with no mind. Realizing that his experiments are not the success he hoped they would be, Coulouris sets the tree afire and is himself killed.

Next to Coulouris, the most important character is blonde Vera Day, an ex-hula dancer who works in Coulouris' house. A mild romance develops between her and mechanic Peter Wayn, which ultimately leads to the scientist's downfall when he tries to spirit the girl away.

"Woman Eater" was produced by Guido Coen and directed by Charles Saunders, from an original story and screenplay by Brandon Fleming.
Running time, 70 minutes. General classification. Release, in June.

WARREN G. HARRIS

Room 43

Cory Film Corp.

HOLLYWOOD, June 10

Produced in England by John Clein, and distributed domestically through "state right" affiliates by the newly-formed Cory Films Corp. of Los Angeles, this film exposes methods employed by dealers in white slavery, with locale set in London.

Good production values, well-paced action by director Alvin Rakoff, and competent performances delivered by the attractive Odile Versois, Herbert Lom, Diana Dors and Eddie Constantine have been invested in the film, which carries no seal of approval by the Production Code Administration. The picture obviously is designed as a sensational attraction.

Prostitutes and streetwalkers, in their habitat, become the center of interest once the screenplay by Patrick Alexander establishes the framing of Miss Versois an "imported," innocent French waitress, into the captive operation of two adjoining brothels by Herbert Lom and Brenda De Banzie, Lom arranges to have Miss Versois go through a marriage of convenience with Eddie Constantine, a cab driver indebted to him, in order to establish her right to remain in London.

Constantine, who falls in love with the French beauty, enlists the aid of his cabbie cohorts and Miss Dors, one of the "entourage" who seeks revenge for her sister's suicide in one of the houses, and puts an end to Lom's scheme to break Miss Versois into the fold. The London police are conspicuous by their absence in the raid by the cabbies on the two houses, which spells finish to Lom's life as he falls from a roof-top in order to escape from a fire started by Miss Dors. The film was released abroad under the title "Passport to Shame." Running time, 88 minutes. Adult classification. Release, in May.

SAMUEL D. BERNS

The Roof

De Sica—Trans-Lux

Vittorio de Sica and Cesare Zavattini, director and writer, respectively, of "The Bicycle Thief" and "Shoe Shine," have made another film in the Italian "neo-realist" tradition. Like its predecessors, "The Roof" tells a story drawn from life dealing with problems of working class people in Rome. It was also filmed in actual locations and the performers are non-professional.

Unlike the earlier "neo-realist" pictures, however, this one has a greater technical polish, a "happy" ending and a less fatalistic attitude in general.

The sociological issue in "The Roof" is housing, and de Sica and Zavattini deal with it in terms of a simple story of a pair of young newlyweds and their desperate efforts to find a place in which to live. At first they try to stay with in-laws in an already overcrowded apartment but this does not work out and they are unable to find quarters elsewhere. Finally, they get "squatters' rights" on a piece of public land which will legally be theirs if they can construct a small building on it overnight. With the help of friends (the hero is a bricklayer himself) they accomplish this, and their problem is temporarily solved at the end.

True to their own tradition De Sica and Zavattini have put no preachment into "The Roof"; their concern for the under-privileged is implied in the sympathy with which they handle the people and their problems. There is a good deal of honest humor as well as pathos in this picture, and the performers—particularly Gabriella Pallotti and Girogio Listuzzi as the newlyweds—behave naturally throughout.

The picture is being "presented" by Robert L. Lawrence and Alfred R. Stern in association with Mario de Vecchi. It is being released in this country by Trans-Lux Distributing Corp. English subtitles translate the Italian Dialogue.
Running time, 95 minutes. General classification. Release, current.

RICHARD GERTNER

Johnston Due

(*Continued from page* 1)

Anglo-U.S. film remittance agreement.

The negotiations usually are held in Washington in late September, but might be transferred to London both to establish an alternating procedure and because the American industry negotiators are expected to make a strong bid this time for complete elimination of all remittance restrictions and conditions. This follows the markedly improved British foreign trade position this year, which already has resulted in the lifting of many trade and import regulations.

Palmer Drive-in

(*Continued from page* 1)

eight major distributors and four exhibitors. The complaint charges conspiracy among the defendants as to price-fixing, block booking, selective contracts and clearance. The defendant theatres are in Palmer and Springfield and the specific allegation is that the Metro Drive-in has been denied the playing of first-run product by the defendants.

Distributors named are Paramount, Loew's Warner Brothers, 20th-Fox, RKO-Teleradio, United Artists, Universal, and Republic, and the theatre chains are B & Q Associates, New England Theatres, Inc., Massachusetts Amusement Company and Stanley Warner Management Company, all operating theatres in that area.

To Tour for 'Mummy'

Norma Marla, featured player in Universal's "The Mummy," Andrew Low, an Egyptologist who acted as technical adviser on the film, and an authentic copy of a famed Egyptian sarcophagus containing a mummy will arrive here on the Queen Mary Tuesday to tour the U. S. on behalf of the film. First stop will be Atlanta, Ga.

The finest carbons ever made...
NATIONAL TRADE-MARK
PROJECTOR CARBONS

"ACTION?... Plenty of it!

ROMANCE?... Two lovely ladies!...

Cagney and Murray become involved with both!

STRONG FINISH?...

The climax is a wow!"

—M. P. DAILY



JAMES CAGNEY · DON MURRAY · DANA WYNTER · GLYNIS JOHNS



"SHAKE HAND WITH THE DEVIL



also starring

MICHAEL REDGRAVE

SYBIL THORNDIKE

CYRIL CUSACK

with NOEL PURCELL • NIAL MacGINNIS

RAY McANALLY • RICHARD HARRIS

and introducing MARIANNE BENET

Screenplay by IVAN GOFF and BEN ROBERTS

From the Adaptation by MARIAN THOMPSON of the Novel by REARDEN CONNER

Produced and Directed by MICHAEL ANDERSON



THRU UA

40th Anniversary | 1919-1959

All News That News

MOTION PICTURE DAILY

Concise and to the Point

. NO. 112 NEW YORK, U.S.A., FRIDAY, JUNE 12, 1959 TEN CENTS

ORIAL

Laws

By Sherwin Kane

discriminatory manner in blue laws ordinarily are en- is certain to spell the end outmoded, useless measures later, even though nothing

ue laws were added to the books many years ago by s intent on pleasing puritani- ed elements by making it a nor to engage in pleasur- vity of any kind on Sunday.

•

t instances, the laws not only the individual citizen from ut and engaging in his own diversions but also prevent m providing them for him, e. In other instances, they individuals from engaging in any kind on Sunday.

by little, public recreation new forms, many of them of and unthought of at the blue laws were written. Golf the fancy of a wider and blic and states, counties and blue laws or no, provided ties for their citizenry—at a d on Sundays.

•

tomobile, which necessitated ervice stations open on Sun- major recreational medium. aseball and other spectator otion picture theatres and, y, radio and television, were the commercial, entertain- erprises available to the pub- in blue laws areas, on Sun-

ll the recreation and enter- variety operating in blue as on Sundays, including rg, S. C., it is not difficult stand why Claude Rumley lled to open his Fox Drive- e there on a Sunday.

•

is difficult to understand is h public fee golf courses, parks, swimming pools, re- centers, service stations, stations showing motion pic- ct to homes, and radio sta- ing them in hawking mer- Rumley's drive-in was the nly Sunday operation chosen Spartanburg sheriff against enforce the blue law. ver the reason, it is in the (Continued on page 2)

British Chancellor Will Introduce In House Plan to Make 25% Reduction in Theatre Tax

By WILLIAM PAY

LONDON, June 11.—The Chancellor of the Exchequer told the House of Commons late last night he proposes to introduce a new clause at a later stage in the finance bill effecting a reduction in the entertainments tax of 25 per cent. His clause embodies the same principle as that sponsored by Conservative back benchers, which gave a reduction of £20 ($56) weekly to all cinemas.

This concession, which will cost £2,500,000 ($7,000,000) a year, is aimed at helping the small rural theatres for which it might mean the difference between profit and loss.

The Chancellor rejected an opposition clause for complete abolition of the tax, pointing out this would also give relief to cinemas now operating at a satisfactory profit. Even though the entire industry is undergoing financial difficulties, this is not an automatic reason for relief of the taxation entirely, the Chancellor said. In his view, he added, the closing of more cinemas is inevitable.

'Beach' Will Bow In 22 Capitals

By JAMES D. IVERS

(Picture on Page 2)

Stanley Kramer's production of the Neville Shute novel, "On the Beach" will have simultaneous world premieres in at least 22 capitals of countries around the world, including Moscow, it was announced yesterday. Explaining at a press conference at United Artists the decision to launch the picture so dramatically and so expensively, Kramer said the plan was inspired by the importance of the picture's theme at this moment in world history.

"It is a document about human beings," he said, "who devise a wea-

(Continued on page 2)

Shelton in Senate Plea For USIA Film Fund

From THE DAILY Bureau

WASHINGTON, June 11.—Turner Shelton, director of the International Motion Picture Division, today asked the Senate to restore $400,000 cut by a House Appropriations Committee from IMPD's original request for the coming fiscal year. Shelton appeared before a Senate appropriations sub-

(Continued on page 5)

Set Managers' Contest For MGM's 'Northwest'

M-G-M will award cash prizes totalling $2,300 to managers of large and small theatres who submit the best campaigns on Alfred Hitchcock's "North by Northwest." Two sets of identical prizes will be awarded, one

(Continued on page 6)

REVIEW:

The Horse Soldiers

Mirisch—United Artists

Two OF the strongest marquee names of the day, John Wayne and William Holden, in a picture directed by John Ford about a subject which he knows and loves and in a field where he has had his greatest successes, is a combination as certain as any to make an exhibitor count his money in advance. With that as a start, add two hours of suspenseful story about a widely heralded and breath-taking episode of the Civil War; stormy romance involving Wayne and a new and promising ac-

(Continued on page 6)

TOA Aids

Launch Anti-Toll TV Drive In Dominion

Harling Talks in Montreal; Meeting Attended By 40

Furnished with a blue print by Theatre Owners of America of the procedural steps it developed in the United States to combat all forms of pay-TV, Canada's TOA unit is today launching a campaign to alert Canadian residents and the Canada government to pay-TV, TOA reported yesterday.

The campaign is the result of an all-day session of more than 40 Canadian exhibitors, called by Joseph Strauss, president of the Canadian branch of TOA, and attended by the Quebec Allied Theatrical Industry Association, at the Mount Royal

(Continued on page 4)

Minn. Theatres Lose Battle Against DST

Special to THE DAILY

MINNEAPOLIS, June 11. — The last act of the confused daylight saving time problem was played out in the chambers of the Minnesota State Legislature yesterday. Both the Senate and the House passed a "fast time" bill giving the state of Minnesota permanent daylight time from the first of June until the first week in September.

The fast time problem in this state

(Continued on page 5)

'Ben-Hur' Pact Calls For Two Years in L.A.

From THE DAILY Bureau

LOS ANGELES, June 11. — "Ben-Hur" was the basis today of the biggest contract ever signed for an entertainment attraction in Los Angeles. The $15,000,000 production will open at the Hollywood Egyptian Theatre in November under an unusual speci-

(Continued on page 6)

TELEVISION TODAY—page 4

PERSONAL MENTION

STEVE BROIDY, president of Allied Artists became a grandfather for the first time when his daughter-in-law, MRS. ARTHUR BROIDY, gave birth to a son, BARTON KEITH, at Cedars of Labanon Hospital, Hollywood.

•

JOSEPH A. TANNEY, president of S.O.S. Cinema Supply Corp., has returned to New York from an extended tour of Europe and the Near East.

•

MARTY SHAPIRO, of the Small-Josephy Hollywood talent office, will arrive here today from the Coast.

•

MORRIS ELOWITZ, film industry attorney, will leave here over the weekend for Spain, Italy and Germany.

•

LARRY STARESMORE, general manager of Westland Theatres, Colorado Springs, will leave there shortly with his wife and daughters for a tour of Europe.

•

E. C. GRAINGER, vice-president of Todd-AO Corp., has become a grandfather for the fifth time with the birth of a girl this week to his daughter, MRS. DENIS DYER.

•

LUCILLE BALL and DESI ARNAZ will return to New York from London today via B.O.A.C.

•

SAMUEL ENGEL and HENRY KOSTER, producer and director, respectively, of "The King Must Die" for 20th Century-Fox, have arrived in New York from Hollywood.

•

LEW GRADE, British talent agent, arrived here from London yesterday via B.O.A.C.

•

WILLARD LAY, office manager for Apex Films, Denver, has entered Veterans Hospital there following a heart attack.

•

SAM HARRIS, partner in the State Theatre, Hartford, has returned there with MRS. HARRIS from Florida.

•

SHARON SILVERTHORNE, daughter of JACK SILVERTHORNE, manager of the Hippodrome, Cleveland, has graduated from Shaker Heights High School there.

•

ARTHUR GROOM, manager of Loew's State Theatre, Memphis, has left there for a vacation in Evansville, his former home.

•

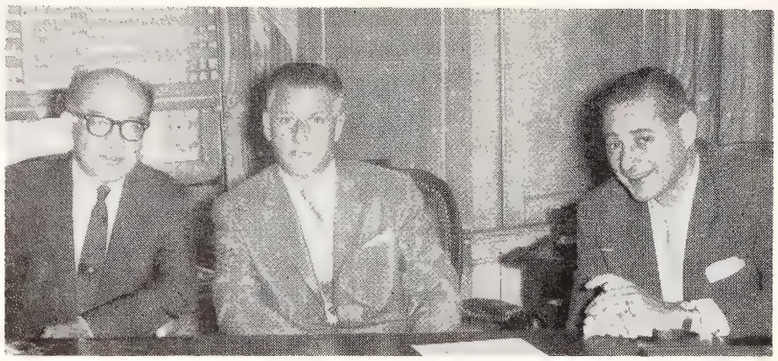
DANIEL W. DEBONEE, business agent of Local 84, IATSE of Hartford, is recuperating there following surgery.

•

A. O. LA FLAMME, partner in the Unadilla, N. Y., drive-in, was in Albany from that community.

•

MORRIS KEPPNER, of the Burnside Theatre Corp., Hartford, has returned there from New York.



ANNOUNCING plans to premiere "On the Beach" in 22 world capitals: at press conference: Max E. Youngstein, Stanley Kramer, and Arnold M. Picker.

'Beach' to Bow in 22 Capitals

(Continued from page 1)

pon to defend themselves so terrible that they cannot use it without committing suicide. As such it transcends national boundaries."

Although Moscow and possibly other capitals of Soviet satellite countries will be included in the simultaneous premiere, definite plans for the opening there have not been worked out, Kramer and Arnold Picker, UA vice-president in charge of foreign distribution, said. Melbourne, where Kramer produced and directed the film on location, will also be one of the premiere cities as will Amsterdam, Berlin, Brussels, Caracas, Chicago, Havana, Johannesburg, Lima, London, Los Angeles, Madrid, Manila, New York City, Paris, Rome, Singapore, Stockholm, Tokyo, Washington and Zurich.

Budgeted at $3,000,000

The picture, budgeted at $3,000,000, stars Gregory Peck, Ava Gardner, Fred Astaire and Anthony Perkins, and introduces Donna Anderson. The Shute novel on which it was based was a best-seller for 38 weeks in the American market and was serialized in 40 major newspapers.

Max Youngstein, also at the conference, at which Robert Benjamin introduced Kramer, estimated the world premiere plan would increase the exploitation budget for the picture by several hundred thousand dollars.

"We believe 'On the Beach' to be the biggest story of our time," said Kramer, "because it reflects the hope and fear on the minds of all peoples today. Book critics called it the most important and dramatic novel of the atomic age', and we have tried to make motion picture in keeping with the immensity of its theme.

"Yet our film, like the novel, is a story about people. It tells personally and intimately how five principal characters in Australia and the people around them react to the threat of radioactive drift following nuclear war that has wiped out the northern hemisphere."

Had the Idea Two Years ago

The unique plan for simultaneous global premieres was conceived nearly two years ago, Kramer said. "We have been formulating it ever since as a means of dramatizing the universal appeal that made 'On the Beach' a best-seller throughout the world."

It is planned that each of the five "On the Beach" stars and Kramer himself will attend one of the Dec. 17 openings. Heads of government, local officials and, in some instances, charity groups will participate in the premiere showings all of them invitational affairs.

W. S. Perutz, 68

Funeral services will be held here tomorrow for Witold Stefan Perutz, 68, former theatre manager, who died Tuesday night at Memorial Cancer Hospital. Services will be at 10:00 A.M. at the Church of the Holy Name. Perutz entered theatrical exhibition in 1925, managing theatres in New Haven, Conn.; Richmond Hill, Long Island; Seattle, Tacoma, Lincoln and Chattanooga. In recent years he was attached to the American Arbitration Ass'n. in New York.

Denver Likes 'Capone'

DENVER, June 11.—Allied Artists' "Al Capone" grossed $21,000 in a multiple day-and-date run at six theatres of this area. The theatres reporting are the Lakeshore and Valley drive-ins and the indoor Gothic, Oriental, Victory and Westwood theatres.

EDITORI

(Continued from page 1

common pattern of discrir that marks the meaningless ment of these useless laws w they exist. If it were deliberat signed to do so—which it w couldn't do more to discredit cient laws and their enforcer

•

Rumley was thrown into jail we can only assume, he list radio commercials on his Sabbath, perhaps even was pe to watch a televised film th earning money for the local and soliciting business for a and perhaps was permitted ments sold by a local social c

As a result of his sacrifi Spartanburg county will hol ferendum July 14 on repeal blue laws.

The common sense of the voter should be sufficient to end to the laws themselves. theless, if by chance they a mitted to remain on the book step possible should be taken sure that, in the future, they forced uniformly and imparti all law is intended to be.

• •

Always Two Side

At almost the moment that are heard in Washington to th that some American motion serve the nation poorly by be hibited in some localities abro "N. Y. Journal-American" pa give editorial praise to the Artists release, "Pork Chop H

Says the J-A: "At a time favorite tactic of the Commu to paint the U.S.A. as a 'pape soft beneath an outward g toughness, it comes as a service nation to retail the glorious s 'Pork Chop Hill.' . . . Now un at the Roxy Theatre, it is a s fill every American heart with concludes the editorial.

As the industry's newspaper know, there are many other fil sides "Pork Chop Hill" whic the nation around the world American hearts with pride.

The industry should keep titles ready for handy referenc the perennial critics arise to b

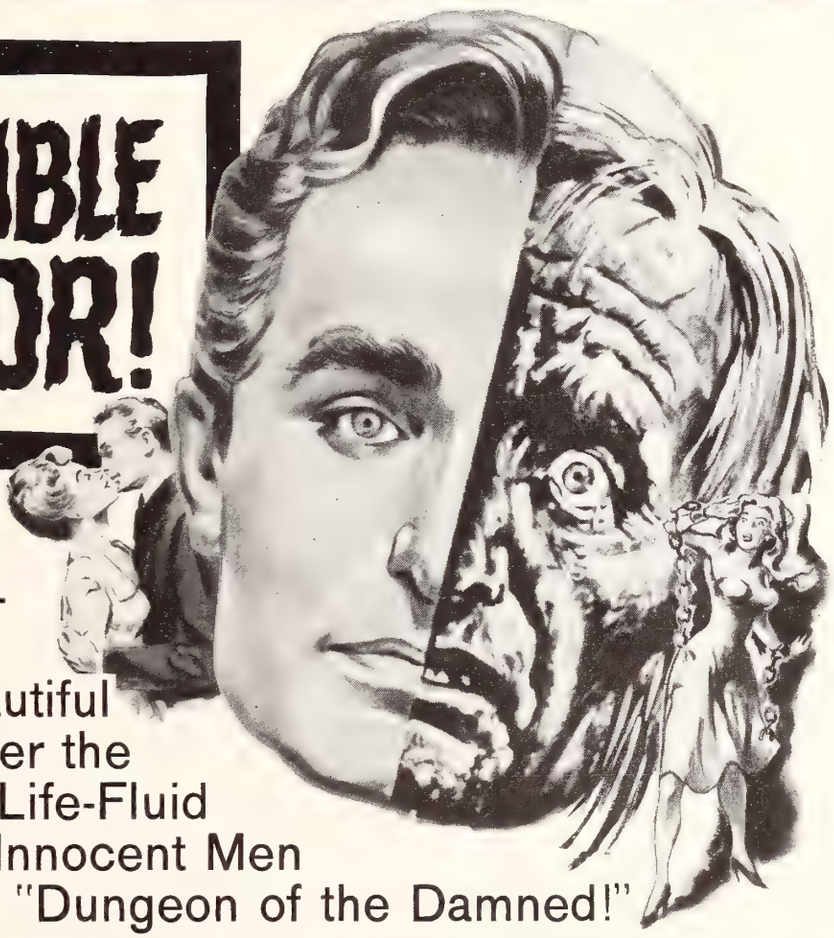
NEW YORK THEAT

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NIVEN MacLAINE YOU
In "ASK ANY GIRL"
From M-G-M In CinemaScope and METROCOL
and GALA NEW STAGE SPECTACLE "CAMERA HO

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Television Today

CBS to Present 1960 Olympic Games on Tape

Daily live-on-tape network television programs presenting the 1960 Olympics in Rome—the first such coverage in history—will be carried exclusively on the CBS Television Network, it was jointly announced by the CBS Television Network and the Italian Olympic National Committee.

Louis G. Cowan, president of CBS, disclosed that, beginning Aug. 25, 1960, the network plans to present these daily broadcasts of the Olympic Games, up to one hour in length, in prime evening time. A majority of the events will be broadcast on the same day that they take place in Rome.

Mickelson Arranged Details

Arrangements for the projected CBS Television Network broadcasts of the coming Olympics were made by Sig Mickelson, vice-president, CBS, Inc. and general manager of CBS News. In awarding the North American television rights exclusively to the CBS Television Network, the Italian Olympic National Committee was represented by the Gardner Advertising Company.

Buick to Sponsor Four Hemingway Specials

Four 90-minute dramatic programs based on the writings of Ernest Hemingway will be presented on the CBS Television Network during the 1959-60 season under the sponsorship of Buick Motor Division of General Motors Corporation.

Will Start Nov. 19

First of the Hemingway dramas will be presented Thursday, Nov. 19, in the 9:30-11:00 P.M., EST, time period. Dates and times for the subsequent presentations are to be announced. Specific Hemingway properties to be dramatized on the Buick series have not, as yet, been selected.

Station Nets $42,500

SAN FRANCISCO, June 11.—Educational TV station KQE is $42,500 richer today after the conclusion Sunday morning of its fifth annual air auction of donated merchandise valued at $66,000. This year's total was $12,500 better than last year's net profit and the previous high figure in the yearly fund raising event.

'Soldiers' on TV

Highlights of the two-day world premiere pageantry for United Artists' "The Horse Soldiers" at Shreveport, La. will be shown on the forthcoming 11th anniversary Ed Sullivan TV Show via CBS coast to coast on June 21.

Miami Educational TV Station Raising Power

Special to THE DAILY

MIAMI, June 11. — WTHS-TV, Channel 2, is increasing the present 9,000 watts to 100,000 watts this fall with a new transmitter, tower and antenna. The station is moving its transmitter-tower center from the Everglades Hotel to Lindsey Hopkin's Vocational Building at N.E. Second Ave. and 14th St.

Vernon Bronson, director of the educational radio and TV operation here, said the 100,000 watt strength will give the station a Grade A contour, of 30 miles, and a Grade B contour of about 50 miles. It will be one of the strongest TV signals in the area.

State Funds to Be Used

The transmitter will be paid for out of state funds for educational television, about $100,000, allotted for Dade County. The rest of the costs will come out of the local school funds.

Betty Hutton 'Goldie' To Have Premiere Oct. 1

"Goldie," a new half-hour weekly comedy series starring Betty Hutton, will have its premiere on the CBS Television Network Thursday, October 1 (8:00-8:30 P.M. EDT) under the sponsorship of General Foods Corporation, it was announced by William H. Hylan, vice-president of sales administration, CBS Television Network.

Stanley Roberts, creator of the series, will be the producer. He is well known as a screen writer, having worked on the screen plays of such films as "Death Of A Salesman" and "Caine Mutiny."

NBC Sending Unit to Russian Exhibition

The National Broadcasting Company will send a three-man unit to Russia this Summer to supervise production of color programming at the American National Exhibition in Moscow, it was announced by Alfred R. Stern, director, international operations. During the six-week exhibition, which starts July 25, NBC will utilize two RCA live color cameras and 16mm film and slide facilities to present eight hours of color programming each day.

The studio from which the NBC unit will produce at least four hours of live telecasts daily will be a glass-walled area inside a multi-level building where Soviet visitors—who have never seen color television—can observe the productions from all angles. In addition, 20 color monitors will be placed throughout the entire exhibition area at Sokolniki Park for the expected 4,000,000 visitors.

Anti-Toll-TV

(*Continued from page* 1)

Hotel in Montreal on Wednesday to hear Philip F. Harling, chairman of TOA's toll-TV committee. Harling, who has guided TOA's efforts against pay-TV from the beginning, was present at Strauss' invitation, TOA said.

The meeting was called, TOA said, after Famous Players Canadian Corp., Canadian subsidiary of Paramount Pictures, announced earlier this month that pay-TV would be introduced this autumn in an undisclosed Toronto suburb. Barney Balaban, president of Paramount Pictures, told his annual stockholders' meeting on June 2 that plans of the International Telemeter Company, another Paramount subsidiary, had advanced to the point where the company expects to see its system in operation "in several thousand homes" by next year.

Two-Fold Drive Planned

The Canadian exhibitors are said to be mapping plans for an immediate two-fold campaign consisting of:

1. Acquainting the public with the costs it would have to bear for pay-TV entertainment, in the belief that public sentiment would oppose such costs, and that opposition to pay-TV would develop of its own accord among organizations with veterans, school and union interests, as it has in the United States. Free television and radio mediums will be utilized for the campaign.

2. Petitioning the Canadian government concerning the legal problems involved in toll-TV, such as those which in the United States have resulted in a stringent F.C.C. control of limited over-the-air toll-TV testing, and proposed legislation to similarly control cable-TV.

Sees U.S. Affected

Harling said that TOA, as a matter of policy, has taken an active interest in the Canadian situation because it feels any steps toward the achievement of toll-TV in Canada will affect the United States. He stressed that geographically there are no borders between the U.S. and Canada in the motion picture theatre business, that exhibitors in both countries have common interests and common problems, and that there are mutual business interests between the two countries.

Strauss said that invitations would be quickly sent to exhibitor units in every Canadian province, coast to coast, to participate in the campaign, in order to make it an all-exhibition effort.

Tells of TOA Experience

Harling spoke to the group for several hours, outlining the procedural steps, year by year, which were followed by TOA and later encompassed in the program of the Joint Committee on Toll-TV, of which he is co-chairman.

He told the meeting that in the U. S. once the public and Congress fully understood the economic implications of the pay system carried the campaign on thei volition. He cited the campai five American communities cable-TV advocates sought chises and were refused due public sentiment against charged for TV entertainment.

"Regardless of what you may Harling told the Canadian m "the fact remains that there toll-TV in the United States."

Strauss will spearhead the c tee to conduct the campai Canada. He said prints of the picture prepared by TOA "Toll-TV—What It Means to would be offered to the Ca government-operated televisio tem for use in the educationa paign.

Harling said that by direct George G. Kerasotes, presid TOA, he would continue to himself available to TOA of for advice, as requested by the dian unit.

Benny 'Appointe A Chief Justice

From THE DAILY Bureau

HOLLYWOOD, June 11. - Benny was "appointed" chief of the "Ancient and Inde Province of Beverly Hills" ye He said he was "glad to kn violin is no longer my only m support."

The "honor" was conferre the CBS comedian at a meetin Beverly Hills Bar Association Beverly Hilton Hotel. Bar P Lester W. Roth called the o "A great moment in America prudence" and "a triumph of over history."

In reply, Benny assured hi ence that "I don't deserve al kind words—but as a friend o said—I've got arthritis and deserve that either."

Goldwyn to Receiv 1st Gershwin Awar

Samuel Goldwyn, produc "Porgy and Bess," will recei First Annual Award of the Gershwin Memorial Foundation organization's champagne suppe Waldorf-Astoria Grand Ballro Thursday, June 25. The prese will follow a Foundation-sp benefit performance of "Porg Bess" at the Warner Theatre, a be tendered Goldwyn by an h committee headed by Chairma Hammerstein II. The citation in the form of a scroll, laudi producer for his "distinguished in the field of the arts."

'Shake' Gross $3,4

"Shake Hands With The Pennebaker Presentations' film istered a record gross of $3,4 all-time opening day high, Loew's Metropolitan Theat Brooklyn, Wednesday, it w nounced by United Artists.

THCOMING RELEASES

BBREVIATIONS: AA, *Allied Artists;* AIP, *American International ctures;* BV, *Buena Vista;* Col, *Columbia;* MGM, *Metro-Goldwyn-layer;* Par, *Paramount;* 20-Fox, *20th Century-Fox;* UA, *United rtists;* Uni, *Universal;* WB, *Warner Bros.;* c, *color;* cs, *Cinema-ope;* te, *Technirama;* vv, *VistaVision;* rs, *Regalscope.*

ULY

HE BIG CIRCUS, c, cs: Victor Mature, Rhonda Fleming
ATTLE FLAME: Elaine Edwards, Scott Brady
URRENDER HELL: Keith Andes, Susan Cabot
IARY OF A HIGH SCHOOL BRIDE: Anita Sands, Ronald Foster
HE GHOST OF DRAGSTRIP HOLLOW: Jody Fair, Russ Bender
ARBY O'GILL AND THE LITTLE PEOPLE, c: Janet Munro, Sean Connery
MIDDLE OF THE NIGHT: Kim Novak, Fredric March
ANATOMY OF A MURDER: James Stewart, Lee Remick
80-FOOT BRIDE OF CANDY ROCK: Lou Costello
THE LEGEND OF TOM DOOLEY: Jo Morrow, Michael Landon
-NORTH BY NORTHWEST, c, vv: Cary Grant, Eva Marie Saint
-THE BEAT GENERATION, cs: Steve Cochran, Mamie Van Doren
DON'T GIVE UP THE SHIP: Jerry Lewis, Dina Merrill
AST TRAIN FROM GUN HILL, c: Kirk Douglas, Anthony Quinn
—HOLIDAY FOR LOVERS, c, cs: Jane Wyman, Clifton Webb
—SOUTH PACIFIC, c, cs: Rossano Brazzi, Mitzi Gaynor
—SON OF ROBIN HOOD, c, cs: Al Hedison
—MIRACLE OF THE HILLS, rs: Rex Reason
HOLE IN THE HEAD, c, cs: Frank Sinatra, Eleanor Parker
HE HORSE SOLDIERS, c: John Wayne, William Holden
AY OF THE OUTLAW: Robert Ryan, Burl Ives
HIS EARTH IS MINE, c, cs: Rock Hudson, Jean Simmons
HE MUMMY, c: Peter Cushing, Christopher Lee
URSE OF THE UNDEAD: Eric Fleming, Kathleen Crowley
ORN TO BE LOVED: Hugo Haas, Carol Morris
HE NUN'S STORY, c: Audrey Hepburn, Peter Finch
ERCULES, c: Steve Reeves

UGUST

HE BAT: Vincent Price, Agnes Moorehead
ACE OF FIRE: Cameron Mitchell, James Whitmore
HEBA AND THE GLADIATOR, c, cs: Anita Ekberg, George Marchall
HE BIG FISHERMAN, c, te 70: Howard Keel, Susan Kohner
BATTLE OF THE CORAL SEA: Cliff Robertson, Gia Scala
HAVE ROCKET, WILL TRAVEL: Three Stooges
ESTERDAY'S ENEMY: Stanley Baker, Guy Rolfe
-THE SCAPEGOAT: Alec Guinness, Bette Davis
-TARZAN, THE APE MAN: Denny Miller
THE FIVE PENNIES, c, vv: Danny Kaye, Barbara Bel Geddes
—A PRIVATE'S AFFAIR, c, cs: Sal Mineo, Gary Crosby
—RETURN OF THE FLY, rs: Vincent Price
—THE ALLIGATOR PEOPLE, c, cs: Lon Chaney, Beverly Garland
HE WONDERFUL COUNTRY, c: Robert Mitchum, Julie London
RY TOUGH: John Saxon, Linda Cristal
ER FIVE HAVANA: Cameron Mitchell
OHN PAUL JONES, c, te: Robert Stack, Bette Davis

EPTEMBER

EYOND THIS PLACE: Van Johnson, Vera Miles
ALLING NORTH POLE, c, cs: Curt Jurgens, Dawn Addams
HE MYSTERIOUS HOUSE OF USHER, c, cs
HE LIVING DEAD: Barboura Morris, Dick Miller
HE GIRL ON DEATH ROW
HE JAILBREAKERS: Robert Hutton, Mary Castle
THE MOUSE THAT ROARED, c: Jean Seberg, Peter Sellers
THE CRIMSON KIMONO: Victoria Shaw, Glenn Corbett
EX: Rod Cameron, Mary Murphy
-FOR THE FIRST TIME, c, cs: Mario Lanza, Zsa Zsa Gabor
-THE BIG OPERATOR: Mickey Rooney, Mamie Van Doren
—BLUE ANGEL, c, cs: Curt Jurgens, May Britt
EN SECONDS TO HELL: Jack Palance, Jeff Chandler
AST A LONG SHADOW, c: Audie Murphy, Terry Moore
OOK BACK IN ANGER: Richard Burton, Claire Bloom
ELLOWSTONE KELLY, c: Clint Walker, Ed Byrnes

Shelton Plea

(*Continued from page* 1)
committee which is currently holding hearings on the United States Information Agency, of which IMPD is a part.

Originally IMPD asked $5,700,000 and the cut made in the overall USIA appropriations by the House group would result in an approximate $400,000 cut for the IMPD. Shelton asked the Senate committee to restore the total amount which had been requested originally.

Minn. Theatres

(*Continued from page* 1)
saw more than ten bills and amendments introduced and defeated before this latest compromise bill was sent through. This bill is the first major piece of legislation that the two Houses have been able to agree upon in this session of the legislature which is now in its eighth week of overtime.

Measure Had Rough Going

The road leading to the passage of the bill was a stormy one, starting with an injunction by the Minnesota Amusement Company to ban "fast time" and including the defying of that injunction by the state attorney general and the county commissioners and an official act of censure of the attorney general by the State Supreme Court for his action in the case.

PEOPLE

Jeanette S. Segel, of Margo Operating Co., Oceanside, Cal., has enrolled her Star Theatre of that community in Theatre Owners of America. Additionally, **Newman Corker** of Athens, Ga., has secured membership for his Alps Road Drive-in Theatre of Athens.

□

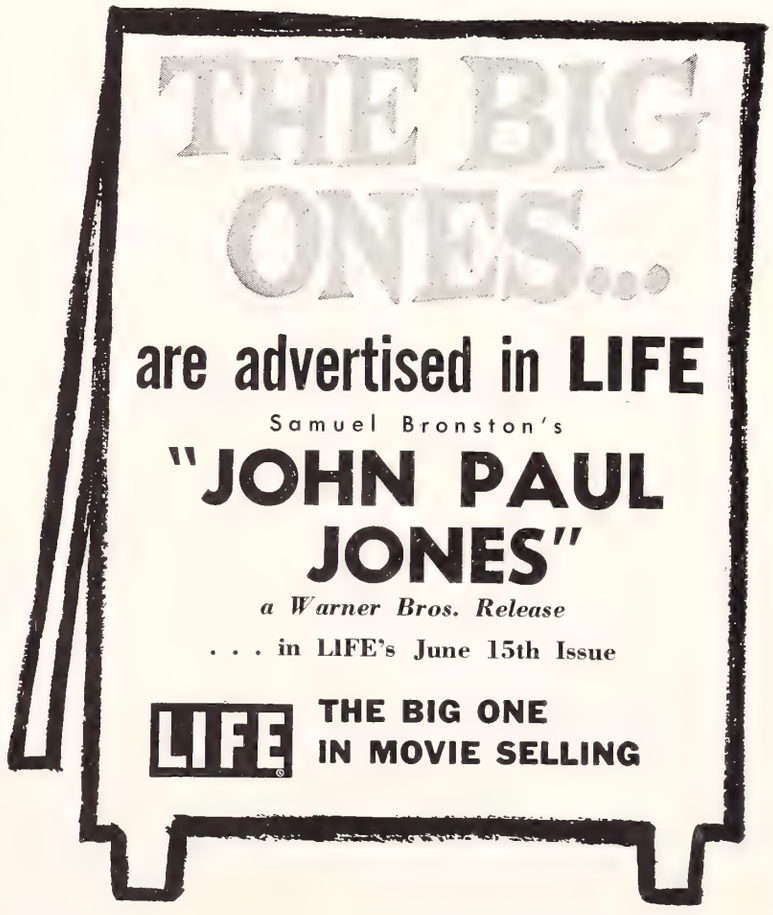
Anton Loeb, formerly associated with Famous Studios in Hollywood and Miami Beach, and with Paramount in New York as art director for 22 years, has opened his own studio in Miami Beach.

□

Robert W. Selig, president of Fox Intermountain Theatres, Denver, has received the honorary degree of Doctor of Public Service from the University of Denver, of which he is president of the board of trustees. He was honored for his 11 years of service to the university.

Drive-In Books 'World'

ALBANY, N. Y., June 11.—The first New York State drive-in engagement for "Around the World in 80 Days" has been awarded to Alan V. Iselin's Super 50, near Ballston Spa, which will open a week's engagement of the Mike Todd production on June 24. There is to be a special price for adults, but no charge for children.



TENT TALK

Variety Club News

PITTSBURGH—Variety Club, Tent 1, on Saturday night will stage its annual telethon. This year, for the first time, the show will originate on the stage of the Penn Theatre. Virginia Graham will "emcee" the telecast, with Dennis Weaver Amanda Blake and Milburn Stone, all of the television program, "Gunsmoke."

△

PHILADELPHIA—Mrs. Jack Engle has been installed as president of the Variety Club Ladies Auxiliary, succeeding Mrs. Charles Ehrlich. Other officers are: Mrs. Michael Felt and Mrs. Allen Kaplan, vice-president; Mrs. Louis Molitch, treasurer, and Mrs. William Ehrlich, Mrs. Leo Goldstein and Mrs. Mae Slap, secretaries.

Cole Will Study Merger Of AFTRA and SAG

From THE DAILY Bureau

HOLLYWOOD, June 11. — David L. Cole, noted national consultant in labor affairs, has been selected by the American Federation of Television and Radio Artists, and the Screen Actors Guild to conduct an immediate study of the feasibility of a merger of the two talent unions, it was announced today by Clayton (Bud) Collyer and Howard Keel, presidents of the two organizations.

Cole is a former director of the Federal Mediation and Conciliation Service and is currently permanent arbitrator under the national AFL-CIO no-raiding agreement.

Continent Oil to Start Drilling on MGM Plot

From THE DAILY Bureau

HOLLYWOOD, June 11. — Continental Oil Co., which last year obtained a leasehold on 800 acres of MGM studio acreage to drill for oil and gas, yesterday cleared with the Culver City municipality a zoning variance which will permit drilling. MGM is a participatory beneficiary in any oil and gas tapped. Work will start in two weeks on a site selected near the sound studio on the MGM lot.

I.A. Names Union for Video Tape, Recording

From THE DAILY Bureau

HOLLYWOOD, June 11. — International Sound Technicians, local 695, IATSE, has been assigned jurisdiction over video tape and electronics recording by Richard F. Walsh, international president.

Negotiations were concluded with Acme and General Film Laboratories for operation of their video tape and electronic recorders by the union's members.

The Horse Soldiers

CONTINUED FROM PAGE 1

tress, Constance Towers; dramatic conflict between Wayne, the hard-driving iron-fisted Union cavalry commander and William Holden as a suave and dedicated humanitarian surgeon; all in flawlessly photographed DeLuxe color, and "The Horse Soldiers" becomes a measurable success at the box office.

Working from a screenplay prepared by the producers, John Lee Mahin and Martin Rackin, both seasoned experts on the War Between the States, Ford has fashioned a powerful screen drama which not only depicts the people, the attitudes, the atmosphere and the locale of the Civil War, but carries the audience along on the audacious, man and horse killing raid across a total of 600 miles of Confederate territory.

General Grant, faced with an impasse at Vicksburg which has held out through a siege of almost a year by virtue of supplies sent in by rail, calls on the Union cavalry to ride 300 miles through the back country of Mississippi to cut the rail line at Newton Station, near the present Meridian. In command of the cavalry brigade is John Wayne as Col. Marlowe—in actual history, Col. Ben Grierson. The ride starts, and is threatened at the very start when they are discovered by Confederate scouts. Wayne sends a third of his force back as a diversionary move and continues into Rebel territory. They bivouac at a plantation owned by Miss Towers and when she and her maid, Althea Gibson, overhear their plans they are forced to take them with them for security. Avoiding notice they make it to Newton Station without a fight. There they destroy supplies and the railroad after a bloody, magnificently staged skirmish with a small but fanatic Confederate force.

With the countryside in an uproar behind them, Wayne decides to continue on to Union held Baton Rouge rather than risk a return to the north. Chased by a large Confederate cavalry unit, they break out of a trap at the Amite river, where Wayne leaves Miss Towers and Holden to care for the wounded and leads his main force to safety.

Told thus, the raid is commonplace, but told on the screen with the Ford genius for having his players portray the drive, the grime, the sweat and the fears, it is a gripping tale of courage and determination calculated to hold any audience in suspense.

Supporting roles by Miss Gibson, making here the transition from tennis to acting with grace and competence; Hoot Gibson, Anna Lee, Russell Simpson, Stan Jones, Carleton Young and Basil Ruysdael, add to the spirit and the authenticity of the piece.

The production is an impressive addition to the library of Civil War material now so popular with the public and is a credit to the cinema ability of its director whose craftsmanship with the tools of the cinema has been so long established.

Running time, 119 minutes. General classification. July release.

JAMES D. IVERS

WB Speakers Set For "Cavalcade" Meet

From THE DAILY Bureau

HOLLYWOOD, June 11. — Bill L. Hendricks, director of studio publicity; Gil Golden, national advertising manager, and his assistant, Richard Lederer; Charles Cohen, Eastern advertising manager and exploitation manager William Brumberg will participate in a presentation and discussion of publicity and advertising campaigns for Warner Brothers Pictures at the company's California "Calvalcade Sales Convention" here June 17-18-19.

'Pacific' in Record

SALT LAKE CITY June 11.—The engagement of "South Pacific" in Todd-AO, which lasted ten months and two days at the Villa Theatre, to set a long-run record in this city, grossed over $450,000. It was also the first Todd-AO film to be shown in this area.

To Promote 'Night' in Buyers' Arrival Page

Columbia Pictures has bought ad space on the "buyers arrival" page of *The New York Times* Monday to herald the opening of "Middle of the Night" at the Forum and Trans-Lux 52nd St. Theatres on June 17.

In the film Fredric March plays a garment manufacturer and Kim Novak his model-secretary. The week of June 15 is generally considered the biggest week of the year for the arrival of buyers in New York.

The ad on the buyer's arrival page is just one small aspect of a varied campaign on "Middle of the Night," according to Robert S. Ferguson, Columbia's national director of advertising, publicity and exploitation. The national campaign has featured ads both on and off the amusement pages designed to generate interest in the production, which was chosen as the official U.S. entry at the Cannes Film Festival.

MGM Cont

(*Continued from page 1*

for large theatre campaigns for results of campaigns cre managers of small theatres.

First prizes will be $500, $300, thirds $200 fourths $1 fifth prizes of $50 each.

The judging will be on achieved and not on the basi money spent. Therefore, M- asking all entrants to send alor paper tear sheets; photograph usual stunts, window displays, by displays; details of radio- motions, samples of special material; and any other proo tual results.

Closing Date Is Dec. 3

A committee of judges c of representatives of M-G-M trade papers, will make the fin tions. The contest closes D 1959, and the winners will nounced as soon as possible a date.

'Ben-Hur' Pact

(*Continued from page 1*

fication of contract calling engagement of two years. T tract was signed by Sol C. vice-president in charge of tion; Jack Byrne, MGM sale ager, and James Carberry, division manager of the Unit ists Theatre Circuit, of whi Egyptian is the flagship hous

Renovation of the Egyptia tre will start in the fall to the historic Hollywood showp the big-screen dimensions of Hur."

Shea Acquires Driv Near Cambridge, O

Gerald J. Shea, president Enterprises and Jamestown ment Co., has announced acq of the C & B Drive-In Theat Cambridge, Ohio, from Ge Brown and Thomas D. Coin installation of new projecti screen equipment the drive-in open as the Fairway on July said the acquisition was in with the company's policy of sion in the drive-in field.

James A. O'Connor

SOUTHAMPTON, L. I., J —James A. O'Connor, who here in 1951 after 35 years w foreign sales department of 20 tury-Fox, died yesterday after illness. His age was 82. O'Con been a statistician for 22 yea the New York City Health D fore he joined the film compa

'Sheba' Trailer Fini

HOLLYWOOD, June 11. — minute trailer for theatre u lieved to be one of longest history, has been completed by ican International Pictures for and the Gladiator," Italia spectacle starring Anita Ekbe

All News That News

MOTION PICTURE DAILY

Concise and to the Point

, NO. 113 NEW YORK, U.S.A., MONDAY, JUNE 15, 1959 TEN CENTS

ompanies
m Import ganization med Here

t Acting Chairman; of Trade Backs It

zation of the new Independ- Importers and Distributors ca was completed at a meet- repre- s of 30 inde- film and buting s at a here week offices Richard serv- tempo- airman organ-



Richard Brandt

embership is said to repre- (Continued on page 2)

Radio Will Carry Fight Broadcast

cts for American Broadcast- pany Radio's exclusive net- erage of the world heavy- championship fight between r Floyd Patterson and chal- gemar Johansson to be spon- the motion picture, "The ldiers," at Yankee Stadium were signed at the weekend. . De Gray, vice-president in Continued on page 8)

Hur' Is Booked at Theatre, Boston

ontinued on page 8)

ts were signed here Friday g-run, reserved-seat engage- MGM's "Ben-Hur" at the eatre in Boston to begin in shortly after the world-pre- Continued on page 2)

ION TODAY—page 8

Warner to Announce Film Program For 1959-1960 at Coast Meeting

From THE DAILY Bureau

HOLLYWOOD, June 14.—Announcement of Warner Bros.' 1959-'60 program of theatrical motion pictures will be made by Jack L. Warner, president, at the opening session of the company's three-day "California Upbeat Cavalcade" at the Ambassador Hotel here Wednesday. The meetings will run three days and 135 delegates from various parts of the globe will attend.

Others set to speak on Wednesday include Benjamin Kalmenson, executive vice-president; Wolfe Cohen, president, Warner Bros. International Corp.; Steve Trilling, vice-president; (Continued on page 7)

Deny Jurisdiction Is Assigned Over Tape

Richard F. Walsh, IATSE president, at the weekend denied a published report from Hollywood (Motion Picture Daily, June 12) that he had "assigned jurisdiction over video tape and electronics recording" to Hollywood Sound Technicians Local 695.

He took no issue, however, with a statement in the same story that Local 695 had signed an agreement covering this type of work at Acme and General Film Laboratories.

"I am always pleased to note," he (Continued on page 7)

Add Simonelli, Bush To Compo Press Unit

Rodney Bush, exploitation director of 20th Century-Fox, and Charles Simonelli, Universal Pictures' Eastern advertising-publicity director, have been added to the Compo press relations committee as distribution members, Charles E. McCarthy, Compo information director, announced at the weekend. Simonelli is chairman of the Motion Picture Association's advertising-publicity directors committee.

Other members of the Compo press (Continued on page 8)

Hyman Speaks Tuesday At New England Meeting

Special to THE DAILY

BOSTON, June 14.—Edward L. Hyman, vice-president, American Broadcasting - Paramount Theatres, will be the principal speaker at a meeting of managers of New England Theatres, headed by Martin J. Mullin, (Continued on page 7)

International Officers To Attend H.A. Dinner

Six officers of Variety Club International will be on the dais of Tent 35's Heart Award dinner here June 23 at the Hotel Astor in the Grand Ballroom.

The officers are George Eby, Pitts- (Continued on page 8)

Bill in Illinois to Tax Film Rentals Killed by Committee Vote, 21-13

Special to THE DAILY

SPRINGFIELD, Ill., June 14.—A bill calling for a three per cent tax on film rentals in Illinois was killed in committee by a vote of 21-13 after it had been opposed in hearings last week by George G. Kerasotes, head of Kerasotes Theatres of this city. Kerasotes is president of Theatre Owners of America and is chairman of the board of United Theatre Owners of Illinois, a TOA affiliate.

Kerasotes' appearance before the House revenue committee marked the eighth time in the current session of the Illinois Legislature that TOA-UTOI spokesmen appeared at legislative hearings in opposition to proposals considered detrimental to theatre interests.

They were successful in having a state minimum wage bill amended to exempt theatres. On the same day Kerasotes appeared before the revenue committee, David Jones of the Kerasotes company, who also is a UTOI legislative representative, attended a labor committee hearing on a new minimum wage bill. No action has been taken on the bill.

The Illinois theatremen also attended a hearing where a proposed one per cent sales tax on a number of (Continued on page 8)

$75,000 Fund Approved For Pa. State Censor Board

Bill to Set Up 3-Man Unit Up for Passage This Week

Special to THE DAILY

HARRISBURG, Pa., June 14.—The Senate appropriations committee approved $75,000 for a proposed State Board of Motion Picture Control. The movie censorship bill which church groups are backing in an attempt to restore state controls, will be up for final passage in the Senate this week.

A Supreme Court decision several years ago ended the activities of the old state board of censors.

The new bill would empower a three-member board to be appointed by the governor to outlaw movies which are found to be obscene or which incite to crime.

The appropriations committee deleted a prohibition on pictures which "portray acts of sexual impurity," in (Continued on page 2)

MGM-TV Will Open N.Y. Production Studio

Expanding its production facilities for commercial and industrial films, MGM-TV will open a studio here on or about July 1, it was announced by George T. Shupert, vice-president in charge of television for MGM. The studio will be located at 550 Fifth Avenue and will be used to augment (Continued on page 8)

Device to Edit Sound On Magnetic Tape, Film

A device for editing sound on magnetic tape or motion picture film, which permits hearing properly enunciated words or phrases whether the record is stationary, run at high or low speed, or played in reverse, has been patented by David Eigen of Passaic, N. J. Beside its use to locate specific passages of a recording, the inventor cites its application to picture and music synchronization frame-by-frame and with variation of direction.

PERSONAL MENTION

ERIC JOHNSTON, president of the Motion Picture Association of America, returned to New York from London on Friday via B.O.A.C.

•

PAUL W. FASSNACHT, manager of the Technicolor Hollywood plant, will arrive in New York today from the Coast. He will be accompanied by MRS. FASSNACHT.

•

FRED ZINNEMANN, director, has arrived in New York from Hollywood.

•

MICHAEL HAVAS, Warner Brothers Continental sales manager, arrived here on Friday from London via B.O.A.C.

•

FRANK PETRAGLIA, Buena Vista publicist, will leave New York today for Montreal.

•

ALFRED HITCHCOCK and MRS. HITCHCOCK arrived in New York on Friday from the Coast.

•

GEORGE CAPUTO, president of Master Film Distributors, will leave here today for a trip to the capital cities of all the South American countries.

•

LEONARD FIELD, producer, left New York on Saturday for London via B.O.A.C.

'Shake Hands' Contest

United Artists and Irish Air Lines are sponsoring three free trips to Dublin as first prize of a national contest in behalf of "Shake Hands With the Devil." The major promotion for the UA release features a total of 25 prizes. The three winners and their companions will be flown to the Irish Capitol via Irish Airlines. Other prizes include seven sets of Meadowcraft kitchen furniture, five Meadow Rose Tea Wagons and ten United Artists Records LP albums of the original soundtrack from the Pennebaker production.

SHOWMEN WANTED!
Increase your Concession Sales to an all-time high with 4 Brand-New Full-Color Animated and Narrated Intermission-Time BLOCKBUSTERS from:
NATIONAL SCREEN SERVICE
TOPS IN TRAILERS!

Import Group

(*Continued from page* 1)

sent 95 per cent of the American film import trade.

The election of a three-man policy committee and the establishment of a permanent executive staff for I.F.I.D.A. is scheduled to take place in the near future. Primary functions of the now organization, it was said, will be to evaluate prevailing trade practices, negotiate with governmental representatives of foreign countries and to combat restrictive censorship on a broad front.

Brandt said the formation of I.F.I.D.A., which is now in the process of formal incorporation, arises from the "urgent need of the independents to deal on a mutual level with the national and worldwide programs which confront the film importer today."

He described the organization as "of vital importance to the future of the theatrical film business in the U.S."

I.F.I.D.A. fills a void which has existed in the film import trade since the dissolution several years ago of the former independent distributors' organization.

Southern California Tie-Up for 'Ask Any'

Ninety-five Owl-Rexall Drug Stores in Southern California and Japan Air Lines have set an extensive merchandising tie-up contest with M-G-M in connection with "Ask Any Girl," which starts an engagement at the Hollywood Egyptian Theatre Friday.

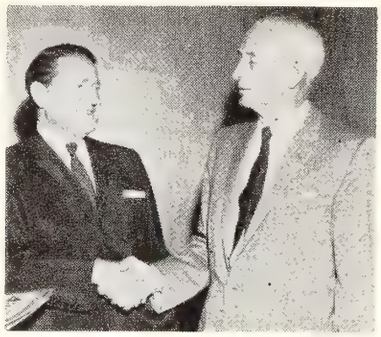
Contestants will fill out entry blanks at the Owl Stores, thereby making them eligible to win the prize, a round-trip all expense paid, one week's vacation in Japan by the airlines new DC-7C Super Courier.

2nd "Capone" Printing

After a first printing of 430,000 copies, Pyramid Books, publishers of the paperback novel "Al Capone," taken from the screenplay of Allied Artists' film, have ordered a second printing of the novel. The second printing, which will number 250,000 copies, will come off the presses on July 1 and will be distributed to coincide with summer playdates of the film.

Handbills for 'Night'

Some 50,000 handbills in the form of oversized dress tags will be distributed in New York's garment center today and tomorrow to promote the opening of Clumbia's "Middle of the Night" at the Forum and Trans-Lux 52nd St. Theatres on Wednesday. Fredric March plays a garment manufacturer and Kim Novak his model-secretary in the picture.



"BEN-HUR" set for Boston: Ben Sacks (left), owner of the Saxon Theatre, Boston, shakes hands with Robert Mochrie, MGM special "Ben-Hur" sales representative as contracts for the engagement were signed here.

'Ben' in Boston

(*Continued from page* 1)

miere at Loew's State on Broadway around Thanksgiving. Ben Sacks, owner of the Saxon, completed the arrangements with Bob Mochrie, MGM's special "Ben-Hur" sales representative, with the deal being signed in Mochrie's office here. Sacks predicted a run of at least two years.

Fox Promoting Three Films Through Music

Recording activity, pre-selling 20th Century-Fox motion pictures, is at its peak this week, with three Fox releases being heralded via music promotions from both the film company and record companies involved.

For "Say One for Me" the chief music sale is the Columbia Records original cast album. The recording company is on an extensive advertising and promotional campaign for the album via national magazine ads, radio and television promotion.

Johnson Work Recorded

Nunnally Johnson's "The Man Who Understood Women," although a romantic comedy, is also involved in a music promotion. European recording star Kitza has recorded "Paris Valentine," from the film via 20th Century-Fox records, in addition to various recordings of the rising hit "Willi's Theme," from the Johnson attraction.

"The Son of Robin Hood," title song from the Fox July release, has also gone into national distribution this week via the 20th Century-Fox recording subsidiary.

350 'Soldiers' Dates

More than 350 engagements for United Artists' "The Horse Soldiers" have been set in key regional areas throughout the country during the next four weeks, it was announced by William J. Heineman, vice-president in charge of distribution.

Fund Appro

(*Continued from page* 1)

the belief that the ban on o films would cover the situation

The board members would b $5,000 a year with a $500 bon the chairman and film regis fees expected to carry most expense of the commission. Th carries penalties of $500 to fines and/or six months in jail hibiting or advertising disap films.

Film Executives Set To Attend 'Five' Bo

A large number of film exec will attend the festive world pre of Paramount's "The Five Pe Wednesday night at the Capitol tre here. They will be joined at t vitational opening of the new I Kaye film by hundreds of ste stage, screen, television, radio night clubs, as well as leaders of ety and government officials. I be a "black tie" affair.

Among the industry exec who have accepted invitations t film bow are: Barney Bal Charles Boasberg, Harry B Leonard Goldenson, Willian Heineman, Edward Hyman, I min Kalmenson, Harry Kalmine thur B. Krim, Charles Mosko Charles B. Moss, J. J. O'Connor gene Picker, Milton Rackmil, W Reade, Jr., A. Schneider, Schwartz, Murray Silverstone, G Skouras, Spyros P. Skouras, J R. Vogel, George Weltner, Ma Youngstein and Adolph Zukor.

Albany Theatre Sign For the Bout Telecas

Special to THE DAILY

ALBANY, N. Y., June 14. – bian's Palace Theatre is advert the closed-circuit telecast by PrompTer Corp. of the internat heavyweight championship fight tween Floyd Patterson and Ing Johansson June 25, at an admi of $3.50. This was the tab, on a come, first served basis, in the 3 seater for other recent champio bouts. "No Home TV" is spotlig

The Palace is the only theat the Albany area signed for the pickup.

Fete Zinnemann Tod

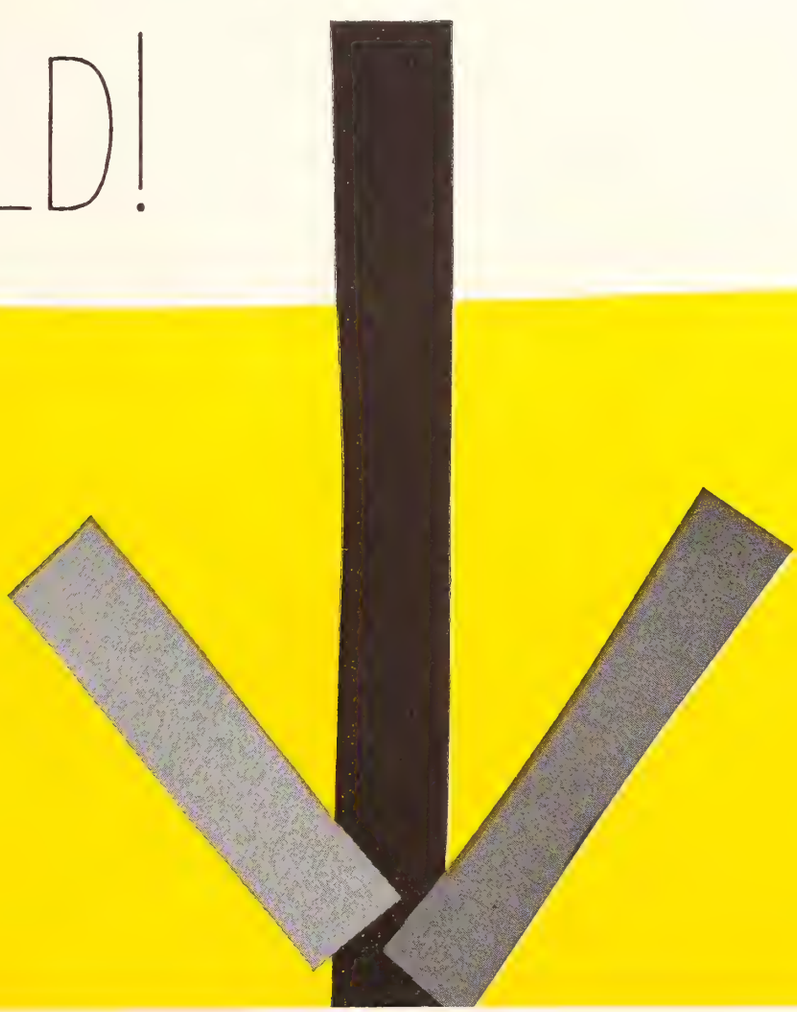
Fred Zinnemann, director of Nun's Story," will be honored by tion picture and theatrical notable day at a party in the executive of Radio City Music Hall. The ner Bros. release will have its w premiere in the theatre Thurs Russell V. Downing, president of dio City Music Hall, will be hos the testimonial party.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Edi Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vin Ganby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-P dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

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PRESENT

THE MOST WONDERFUL ENTERTAINMENT IN THE WHOLE WIDE WONDERFUL WORLD!



THRU UA

Import Group

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by William J. Heineman, vice-president in charge of distribution.

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NATIONAL SCREEN SERVICE
TOPS IN TRAILERS!

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A Sweetheart Of A Cast...
A Honey Of A Picture!

Meet Sinatra
And Friends-
In A
Very Fresh...
Very Funny...
Very Frank Capra
Look At Life!



FRANK SINATRA

EDWARD G. ROBINSON

ELEANOR PARKER

CAROLYN JONES

THELMA RITTER

KEENAN WYNN

in FRANK CAPRA'S

"A HOLE IN THE HEAD"

and Introducing **EDDIE HODGES** (The Wonder Boy of "The Music Man")

CINEMASCOPE® COLOR BY DE LUXE

UA 40th Anniversary 1919 1959

The First To See It...The First To Cheer It...

The First Rave Reviews From The Trade Pres

"**Delightfully romantic comedy** . . . buoyant . . . captivating . . . superbly cast for the best of boxoffice returns. It has a bounce and buoyance that is delightfully reminiscent of 'Some Like It Hot'. Capra has showered the picture with entertainment values. The cast will make any showman's marquee shine. The picture will win its way to audiences' hearts and funnybones!"

— FILM DAILY

"**Should spell big business!** You need 'Hole In The Head' whether you are a ticket-buyer or an exhibitor. A full-bodied comedy that registers its success not in chuckles but in roars!"

— HOLLYWOOD REPORTER

"**A heartwarming comedy** . . . a sure boxoffice winner. Frank Sinatra, one of Hollywood's most attractive boxoffice lures, heads a truly excellent cast whose range of appeal is boundless. The competent professional hand of Frank Capra, whose name has long been associated with top-standard productions is plainly evident throughout!"

— THE INDEPENDENT FILM JOURNAL

"**A rich frosting of boxoffice icing** over a cal concocted of solid family and universal auc ence appeal . . . a warm and touching sto with a half dozen stars every one of who turns in a performance equal to the best his career. The production has something f everybody and plenty for the box office!"

— MOTION PICTURE DAI

"**Mad, whirling comedy** which should find ready and waiting audience . . . It's hard see how this one could miss. The film delive laughs, laughs and more laughs, the whi offering a tear-compelling touch of the p thetic . . . which should be 'eaten up' by th feminine contingent of the patronage, parti ularly. Should prove a ready winner at an box office, at any time!"

— MOTION PICTURE HERAL

"**Great entertainment!** A top-notch comedy . . a truly heart-warming picture in which th humor stems from real-life situations an keeps audiences howling, except for little time out for a few tears!"

— BOXOFFIC

SINCAP PRODUCTIONS presents

FRANK **SINATRA** EDWARD G. **ROBINSON** ELEANOR **PARKER**

CAROLYN **JONES** THELMA **RITTER** KEENAN **WYNN**

in FRANK CAPRA'S **"A HOLE IN THE HEAD"**

with JOI LANSING / CONNIE SAWYER / and introducing EDDIE HODGES / screenplay by ARNOLD SCHULMAN / music by NELSON RIDDLE / photographic lenses by PANA

CINEMASCOPE® COLOR BY DE LUXE

produced and directed by FRANK CAPRA

THRU UA

40th Annive 1919-19

Printed in U S A

PEOPLE

ace F. Francis, director of labor ns for the British Film Pro- s Association, and **Michael Red-** English actor, are included on Queen's Birthday Honours List hed at the weekend. **Francis** has awarded the Order of the Brit- mpire. Knighthood has been be- l on **Redgrave.**

□

nett **Glassman,** president of News, will be honored by the ive staff of the organization at y to be held here June 16 at rime Ribs Restaurant following remiere of Warner Brothers' Paul Jones," of which Glass- vas associate producer.

□

Guinness has been awarded ictories Du Cinema Francais h equivalent of the Academy's ") as the best foreign actor of ar for his performance in United "The Horse's Mouth."

nan to Speak

(*Continued from page* 1)

held at the Sheraton-Plaza Ho- re Tuesday. Hyman will arrive ow, accompanied by his assist- ernard Levy.

meeting here is the first of sev- be held in various areas of the y as follow-ups to the AB-PT g held at the Concord Hotel, sha Lake, N. Y., late last month. e of the Concord meeting and sectional meetings is to "dis- conceive and consummate" an drive for the period from Sep- to December, focusing atten- n theatres and movies and, in lar, the quality product which e available during that period. nan expects to cover all of sectional meetings which are y the AB-PT affiliates who at- the Concord meeting.

y Jurisdiction

(*Continued from page* 1)

that locals of the Alliance are g progress in organizing in the ape field. It was decided by our International Convention that ould proceed to do so as rapid- possible. Each local is expected nize that part of the video tape on which corresponds with its utional jurisdiction.

Differences Admitted

e Convention recognized, how- hat certain differences between o methods of motion picture tion, film and tape, might lead dictional questions. Such prob- t was decided, could be ironed rmanently only in time—after he industry and the union had xperience with video tape. Ac- gly, no permanent assignments o tape jurisdiction have as yet nade by the IATSE General

Warner to Outline Program

(*Continued from page* 1)

William T. Orr, vice-president; Charles Boasberg, general sales manager; and Bernard R. Goodman, vice-president in charge of domestic operations.

Warner will also present awards to winners of the company's "Welcome Back, Jack" sales drive on Wednesday.

Officials on Dais

Occupying the dais at the Wednesday morning session will be Jack L. Warner, Kalmenson, Major Albert Warner, Charles Allen, Trilling, Orr, Cohen, Boasberg, T. J. Martin, Herman Starr, E L. DePatie, James Conkling, Rodney Erickson, Walter MacEwen and Walter Meihofer.

Thursday and Friday sessions will be devoted to an announcement of the 1959 television program, general product sales discussions, studio visits and special screenings. A dinner in the Grand Ballroom at the Ambassador Friday evening will conclude the convention.

All at Ambassador

All business sessions will be held at the Ambassador headquarters of the "Upbeat Cavalcade." Meetings and special screenings of new motion pictures and television films will be held at Warner Bros. Studios.

The "Upbeat Cavalcade" is the first Warner Bros. sales convention in which representatives of the television, music and records divisions will participate in discussions of the over-all company program. It is also the first Warner Bros. international sales convention since 1946 and the first ever held in California.

Sales organization delegates who will attend the convention include: division managers Ralph Iannuzzi, New York; Grover Livingston, Detroit; Ed Williamson, Dallas; W. O. Williamson, Jr., Atlanta; Fred Greenberg, Los Angeles, and Haskell Masters, Toronto.

Branch Heads to Attend

Branch managers Herb Gaines, Albany; William Kumins, Boston; Angelo Lombardi, New Haven; Ernest Sands, New York City; William G. Mansell, Philadelphia; Ben Bache, Washington; Nat Marcus, Buffalo; J. S. Abrose, Cincinnati; William Twig, Cleveland; Joe Baringhaus, Detroit; C. W. McKean, Indianapolis; Jack Kalmenson, Pittsburgh; R. H. Dunbar, Chicago; H. C. Vogelpohl, Dallas; J. S. Young, Des Moines; R. C. Borg, Kansas City; M. Dudelson, Milwaukee; A. W. Anderson, Minneapolis; Don Tullius, Oklahoma City; R. Hirz, Omaha; Carroll Ogburn, Atlanta; John W. Kirby, Charlotte; J. B. Tomlinson, Jacksonville; Jeff Williams, Memphis; Luke Connor, New Orleans; Hall Walsh, St. Louis; Donald Urquhart, Denver; Al Oxtoby, Portland; Joseph Sarfaty, Los Angeles; Keith Pack, Salt Lake City; Al Schmitken, San Francisco; Carl Miller, Seattle; Jack Bermack, Calgary; Archie Cohen, Montreal; Mickey Komar, St. John; I. Coval, Toronto; Earl Dalgleish, Vancouver; and Mel Cherry, Winnipeg.

From overseas will come C. J. Latta, Jack Goodlatte and James Wallis, of Associated British Picture Corp.; Arthur Abeles, new chief of European operations, and Michael Havas, Continental sales manager.

Other foreign offices will be represented by Barry Greenberg and Stanley Higginson, Australia; B. N. Nadkarni, India; Jack Dagal, Japan; Richard Ma, Hong Kong; Carl Stack, England; Bernard Kopel, France; Rene Huet, Spain; Peter Colli, Cuba; Umberto Orlandi, Italy; Hans Egolf, Germany; Robert Gonze, Belgium; Ary Lima, Brazil; Henry Ronge, Argentina; Arthur McClure, New Zealand; Christian Conradson, Sweden; Aage Peterson, Denmark; Armando Trucios, Mexico; Leo Green, Panama; Elias Moses, Singapore; Christiaan van der Ree, Venezuela; Louis Groen, Holland; Tomas Flores, Philippines; Jacques Kroub, Egypt; Max Berger, Switzerland; Artur Behr, Colombia; Arthur Herskovitz, Peru; John Jones, Puerto Rico; Jack Kamras, Finland, and Louis Lipsky, Chile.

Top Executives Expected

Other company officers and executives attending the session will include Victor Blau, Mac Greenberg, Jules Lapidus, Karl G. Macdonald, Roy Obringer, Tom O'Sullivan, Charles Baily, Hugh Benson, Harold Berkowitz, Bill Brumberg, Sam Clark, Charles Cohen, Joel Friedman, Jay Goettman, Gil Golden, Ernie Grossman, Bill L. Hendricks, Edward Hinchy, Sam Keller, Peter Knecht, Dick Lederer, Larry Leshansky, Howard Levinson, Harry Mayer, R. A. McGuire, Bryan Moore, John Moraio, William Rice, Art Schaefer, Carl Schaefer, William Schaefer, Sol Shernow and Sol Zwicker.

TENT TALK

Variety Club News

SEATTLE—Bud Brodie, who has been a branch manager here for National Screen Service, was honored at a luncheon at the Variety Club on the eve of his departure to head the National Screen Service branch in Hollywood. Kenneth Friedman, NSS branch manager in Salt Lake City, will succeed Brodie in the Seattle post.

'Earth' Here June 26

"This Earth Is Mine," a Vintage Production released by Universal-International, will have its New York premiere at the Roxy Theatre on Friday, June 26.

NEWS

ALL the news that IS news

That is what MOTION PICTURE DAILY gives its readers every day of issue . . . *Its masthead proclaims this as a cornerstone of policy—*

All the news that IS news *concise and to the point*

. . . and the columns of MOTION PICTURE DAILY so perform—to the praise and the preference of busy executives throughout the industry.

THE news—accurately, concisely reported . . . physically arranged for easy finding, quick reading—to these distinctions MOTION PICTURE DAILY is proudly committed, for continuance of leadership.

QP

Television Today

Who's Where

David Aldrich has joined the public relations department of the Westinghouse Broadcasting Co. as consumer press and special projects representative, reporting directly to **Michael R. Santangelo,** WBC director of public relations and special events.

□

Robert Suhosky has resigned as editor of the *Buena Park News,* Anaheim, Cal., to become a publicist for Martin Manulis Productions at 20th Century-Fox Television. Suhosky previously had been a staff feature writer for *Leatherneck Magazine* during four of his 11 years in the U.S. Marine Corps.

□

James Larkin has been promoted from the management trainee program to Western sales service supervisor for the ABC-TV Network sales.

□

Ridge Blackwell has been promoted for ABC-TV Station Clearance to the position of sales service representative. Blackwell replaces **David App,** who has been transferred to TV Station Clearance to head the interruptions section.

ABC-TV Lists Renewals For Daytime Programs

Renewals by advertisers of ABC Television's daytime programming were announced by William P. Mullen, ABC vice-president in charge of TV network sales. Mullen also reported that Block Drug Co., Inc., has signed as a new ABC-TV daytime sponsor.

Mullen also reported that ABC-TV's daytime programs have increased their average share of audience 34 per cent since the network's entry into daytime programming in October, 1958. In addition, they are getting and holding a large audience of young housewives in metropolitan areas, an important market for daytime sponsors.

Advertisers Listed

The advertisers who have renewed their sponsorships include: Johnson & Johnson, The Drackett Co., Beech-Nut Life Savers, Inc., and General Foods Corp., through Young & Rubicam, Inc.; Armour and Company and Lever Brothers Co., through Foote, Cone & Belding, Inc., and The Toni Co., a division of the Gillette Co., through North Advertising, Inc.

ABC-TV's current daytime lineup on Monday through Friday is as follows: "Across the Board," "Pantomime Quiz," "Music Bingo," "Day in Court," "Gale Storm Show," "Beat the Clock" and "Who Do You Trust."

MGM-TV

(*Continued from page* 1)

MGM-TV's commercial and industrial film production facilities at MGM Studios in Culver City.

Construction and equipment plans for the new studio are proceeding under the direction of Bill Gibbs, director of the industrial and commercial film division of MGM-TV. Gibbs recently moved from California to the MGM home office, and Elmer Wilschki will be in charge of commercial and industrial film production at the MGM West Coast studio.

All Work in New York

Gibbs said the company will be able to do all post-production activity-editing and insert photography in New York, where it can work in close association with advertisers and their agencies.

MGM-TV has been active in the commercial and industrial field for about two and a half years.

Bout on ABC-Radio

(*Continued from page* 1)

charge of ABC Radio, William J. Heineman, vice-president in charge of distribution for United Artists, and Irving B. Kahn, president of TelePrompTer Corp., participated in the signing.

The broadcast is expected to be beamed over virtually the entire ABC radio web of 340 U.S. affiliates and four Canadian outlets, making it radio's most widely circulated fight broadcast. Highlight of the event will be special in-person between rounds comment by John Wayne and William Holden, stars of the U.A. film.

Color TV for Future, Says GE's Riegelman

Special to THE DAILY

SYRACUSE, N. Y., June 14. — Hubert Riegelman, general manager of General Electric's television receiver department, predicted that color television would amount to only a small per cent of the television industry's total set sales for the next "several years" at a national sales conference here. "Even with drastic price cutting and top-heavy promotion," Riegelman claimed, "color TV is not off the ground."

Of 'Questionable Consequence'

"As far as General Electric is concerned," the Company's TV distributors were told, "color TV's potential at its present level of technological development is of such questionable consequence and of such great risk to our distributor and dealer organization, we do not feel justified in jeopardizing our monochrome position simply to be able to say that we are in the color TV business."

Evans Will Star in 'Tempest' Over NBC

Maurice Evans will star in Shakespeare's "The Tempest," one of six 90-minute color productions which "The Hallmark Hall of Fame" will present when it returns to the NBC-TV Network for the 1959-1960 season. Announcement of the return of the distinguished dramatic series was made by Joyce C. Hall, president of Hallmark Cards Inc., and Robert E. Kintner, president of the National Broadcasting Company.

Sixth Appearance on Program

Evans will star as Prospero. It will be his sixth appearance in a Shakespearean play on "Hallmark" since the series began in December of 1951. The 1959-60 "Hallmark" season will be produced and directed by George Schaefer.

Purex Corp. to Sponsor 'Lucy' Summer Re-Runs

The Purex Corp. will sponsor a summer series of re-runs of "I Love Lucy" on the CBS Television Network beginning Friday, July 24 (8:30-9:00 P.M., EDT), it was announced by William H. Hylan, CBS Television Network vice-president of sales administration.

The nighttime summer re-runs of "I Love Lucy" actually will start Friday, July 3, with the Purex sponsorship taking effect three weeks later. Agency for the Purex Corp. is Edward H. Weiss and Co., Chicago.

Int'l Officers

(*Continued from page* 1)

burgh, international chief barker; Ed Emanuel, Philadelphia, assistant international chief barker; Ezra Stern, Los Angeles, international dough guy; Bob O'Donnell, Dallas, ringmaster; Father Sylvester McCarthy, Philadelphia, international chaplain; and Ralph Pries, Philadelphia, regional director.

Vincent Lopez and his orchestra will provide music for the affair.

Pre-Tape Disney Show

HOLLYWOOD, June 14. — The Disney spectacular over ABC-TV tomorrow night will be pre-taped at Disneyland this afternoon by Mobile Video Tapes, Inc. with their completely self-contained Videotape cruiser unit, which was used recently to record a master tape of the famous Bolshoi Ballet.

Miss Remick Honored

BOSTON, June 14. — Lee Remick, co-star of Otto Preminger's "Anatomy of a Murder" and a native of nearby Quincy, was feted at a gala homecoming luncheon here on Friday. Governor Foster Furcolo presented Miss Remick with a silver tray inscribed from the people of the commonwealth.

Illinois Tax

(*Continued from page*

service businesses, including was defeated and took part ings leading to the defeat of bingo bill.

Kerasotes and Jones have sisted by Balaban and Katz Chicago, and its down-state ary, Great States Theatres. Cullough, B & K district and Leonard Worley, Peoria ager for Great States, also in this week's hearings.

Karp Closes 3 Dea For Play, Novel, V

From THE DAILY Bure

HOLLYWOOD, June 14. deals embracing the purcha play, a novel and the assig a writer to prepare an origin treatment were announced weekend by Jack Karp, Par studio head.

"A Child Is Waiting," is by Abby Mann, purchased mount for the producing Norman Panama and Melvi "The Melody of Sex," the the British author Max Ca chased in London. Sidney took the assignment to w original treatment based on Furth-Margit Vesci play, "I Who Had No Private Life."

Filming will begin immedi lowing completion of the scr

Compo Press Unit

(*Continued from page*

relations committee are Harry vice-president of RKO Ernest Emerling, vice-presi Loew's Theatres; Harry Goldb vertising-publicity director of Warner Theatres, and McCar

The full committee is sche meet within the next few da over plans for handling mate tined for the new field press

Colorado Theatre

LONGMONT, Colo., June Fox Longmont Theatre here l sold by Fox Intermountain to Robert Smith of Denver, merly operated houses in St Springs and Oak Creek for in partnership with Joseph prior to his selling out two ago.

UA August Release

United Artists releases for were incorrectly listed in PICTURE DAILY last Friday. T pany has set three films for the They are "Cry Tough," "The Trap" and "The Devil's Discip

'Hill' Gross Is $38,

United Artists' "Pork Cho grossed $38,108 for its secon at the Roxy Theatre here, and ing over for a third week.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

85, NO. 114 — NEW YORK, U.S.A., TUESDAY, JUNE 16, 1959 — TEN CENTS

... Reports:

...one Apply ...r Test of ...oll-Television

Financial Risks and ...erse Congress Attitude

By J. A. OTTEN

...SHINGTON, June 15.—In the ... months since the Federal Com...ations Commission announced it ... accept applications from televi...stations for a limited three-year ...f toll-TV, not an application has ... filed.

...C officials feel that the vacuum ...e filled eventually but that even ... the first station asks for an au...ation to operate under the Com...n's rather stringent test regula...

(*Continued on page 4*)

...vinson Optimistic on ...v-Television Future

By WARREN G. HARRIS

...iter-producer Casey Robinson ... yesterday that proper showcas... ...f motion pictures on pay TV ... make today's blockbusters look ...ailures." He made the prediction ...rade press luncheon at the Laur... ...estaurant here.

..."proper showcasing," Robinson ...he meant on a larger-than-life

(*Continued on page 4*)

...ne Russ. Films Here, ...glish-Dubbed: MPA

From THE DAILY Bureau

...ASHINGTON, June 15. — Some ...e Russian films selected by the ... under the recent Soviet-Amer... film agreement have arrived here ...ed in English, Motion Picture ...ciation of America officials have ...eded. However, they added, this ... no way a violation of the agree...

(*Continued on page 4*)

ACE 'Sympathetic' to Holding Talks with CEA But Wants to Complete Meetings Here First

By PETER BURNUP

LONDON, June 15.—The American Congress of Exhibitors is "sympathetic" to the idea of exchanging information and ideas with the Cinematograph Exhibitors' Ass'n, but thinks it would be wise to delay discussion between the groups "until after certain meetings which are planned in America with other sections of the trade have taken place." This is reported here by Douglas Richards, president of CEA, who said he has had a letter on the subject from the chairman of ACE.

The suggestion that the exhibitors get together to discuss problems of mutual interest was made by Spyros Skouras, president of 20th Century-Fox, at CEA's recent conference in Brighton. Richards subsequently contacted George Kerasotes, president of Theatre Owners of America, and was advised that the matter was properly a subject for ACE rather than TOA. S. H. Fabian is the chairman of ACE.

Richards says the ACE chairman added: "Before signing off, I feel I ought to tell you that we American exhibitors envy your monolithic united front and your achievements on behalf of exhibitors. We have been inspired and encouraged by your demonstration of the power of united exhibition."

F.P.C. First Quarter Net Is $764,370

Special to THE DAILY

TORONTO, June 15. — Famous Players Canadian Corp., Ltd., estimated its profit for the first quarter, ended April 4, at $764,370, equivalent to 44 cents per share. The figure compares with net of $846,935, or 49 cents per share, for the first 1958 quarter.

Total earnings before taxes and special items were $1,111,650 for the

(*Continued on page 2*)

See 'Door Open' for Sunday Films in S.C.

Special to THE DAILY

ROCK HILL, S.C., June 15. — City Council, meeting in special session apparently turned back on South Carolina's "blue laws" and left the door open for Sunday shows in the city. Mayor John A. Hardin called the meeting to cope with an ultimatum from R. O. Jeffress, operator of a drive-in theatre here, for Council to "rigidly enforce or abandon" the

(*Continued on page 4*)

'Modernization' Rather Than Repeal Expected for Ohio Sunday 'Blue Laws'

Special to THE DAILY

COLUMBUS, O., June 15.—Modernization rather than repeal of Ohio's Sunday "blue laws" is expected to be recommended by a subcommittee of the House Judiciary committee of the Ohio Legislature.

The subcommittee was appointed by chairman Frances McGovern, Akron Democrat, one of the few female legislators in Ohio's history. She appointed Rep. D. T. Matia, Cleveland Democrat, as subcommittee chairman. Other members are Reps. Louis J. Schneider, Jr., Cincinnati Republican; Frank J. Gorman, Cleveland Democrat; Walter L. White, Lima Republican and Michael A. Sweeney, Cleveland Democrat.

The subcommittee will consider four bills aimed at repeal or updating of the 128-year-old "blue laws." Theatres and other amusements and

(*Continued on page 4*)

New England Theatres

Martin Mullin Will Retire As Circuit Head

Will Still Be Consultant; R. M. Sternburg to Succeed

Special to THE DAILY

BOSTON, June 15.—Martin J. Mullin is retiring as president of New England Theatres, Inc., but will continue on a consulting basis. His successor is Robert M. Sternburg, vice-president of the circuit, who takes over the presidential duties on Jan. 1, 1960. Mullin is retaining his office at the circuit home office, but the heavier duties will be assumed by Sternburg.

Mullin will continue as president of Allied Theatres of New England,

(*Continued on page 2*)

Three 20th-Fox Films Setting New Records

Twentieth Century-Fox is "riding high" on three simultaneous blockbusters, according to theatre reports across the nation. "The Diary of Anne Frank," in its multiple run throughout California is proving an outstanding grosser, with $65,000 in a week, in eight theatres. "South Pacific" is also big. Typical figures are an outstand-

(*Continued on page 4*)

Weltner, Davis to D.C. On Premiere of 'Ship'

From THE DAILY Bureau

WASHINGTON, D. C., June 15.—George Weltner, Paramount Pictures vice-president in charge of world sales, at the world premiere tomorrow night at the Metropoltian Theatre of "Don't Give Up the Ship," will accept from the Navy League its award to the Hal Wallis Production and Para-

(*Continued on page 4*)

...elike color  in every scene Pathé LABORATORIES, INC. NEW YORK AND HOLLYWOOD

CALL PATHÉ NOW FOR EVERY FILM NEED: IN B&W OR COLOR
Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Opticals • Title Stand Work

PERSONAL MENTION

ERNEST EMERLING, vice-president of Loew's Theatres, in charge of advertising-publicity, has returned to New York from Europe.

•

LEO JAFFE, first vice-president of Columbia Pictures, has arrived in London from New York.

•

GORDON SAWYER, technical director of Samuel Goldwyn Productions, arrived in New York yesterday from Hollywood.

•

RICHARD CARLTON, Trans-Lux Television Corp. sales vice-president, will return to his duties today following minor surgery.

•

DAVID ROSE, conductor has left New York for Washington.

•

MUNIO PODHORZER, president of Casino Film Exchange, has returned to New York from the Middle West.

•

JULIE LONDON has arrived in Chicago from the Coast for personal appearances in connection with United Artists' "The Wonderful Country."

•

MRS. MILTON MORITZ has given birth to a son, NEAL HOWARD, at Cedars of Lebanon Hospital, Hollywood. Father is assistant sales manager of American International Pictures.

Gets 'Chaplin Revue'

Lopert Films, Inc., announced it has acquired U.S. distribution rights to "The Chaplin Revue," starring Charles Chaplin. The film is expected to be ready in the fall for release in December.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
DAVID SHIRLEY GIG
NIVEN MacLAINE YOUNG
In "ASK ANY GIRL"
From M-G-M In CinemaScope and METROCOLOR
and GALA NEW STAGE SPECTACLE "CAMERA HOLIDAY"

FILMACK'S
40th Year of
SPECIAL
TRAILERS
Try us for Speed and Quality
1327 So. Wabash CHICAGO • 630 Ninth Ave N.Y.

Mullin Retiring as Circuit Head

(*Continued from page* 1)

an unaffiliated exhibitor organization made up of 200 theatres in the five New England states.

The announcement of Mullin's impending retirement after 40 years of active service was made today by Edward L. Hyman, vice-president of AB-PT who came here to address 50 managers and executives of the circuit.

Prior to the announcement, Hyman sat at a press table for luncheon at the Sheraton Plaza Hotel and talked informally with the newspaper and trade press about the orderly release of product from nine major companies.

"The drive is getting underway for the biggest grass roots campaign ever put on in our history to put across 35 big quality pictures to be released between Labor Day and the end of the year," he said. The Boston gathering was the first since the AB-PT Concord meeting. Following the luncheon, Hyman told the managers and district managers about forthcoming product.

Oregon TOA Affiliate Plans Annual Meeting

Special to THE DAILY

PORTLAND, Ore., June 15. — The Oregon Theatre Owners Association, a TOA affiliate, will hold its annual convention at the Benson Hotel here, on Tuesday, Aug. 11, it was announced today by Albert Forman, president. The one-day session will be followed on Wednesday, Aug. 12, by the Association's annual golf tournament and fund raising for the Will Rogers Memorial Hospital. Forman said the two-day program would be tied into Oregon's 1959 Centennial Celebration, and that it was hoped the premiere of Twentieth Century-Fox's "The Oregon Trail" could be staged at about the same time.

Decision June 22 on Goldwyn Suit Re-Trial

Special to THE DAILY

SAN FRANCISCO, June 15.—Samuel Goldwyn's two-million-dollar monopoly suit against Fox West Coast Theatres, halted by the death of Federal Judge Edward P. Murphy, may not have to be tried again, a ruling from Chief Judge Louis Goodman of the Ninth Circuit Court indicated today.

Judge Goodman set June 22 as the date when he will assign a Federal judge to read the transcript of the Goldwyn trial heard last year by Judge Murphy, unless there is an objection from the defense.

Such an objection would necessitate a complete retrial of the long drawn anti-trust case originally filed in 1950.

Mrs. A. T. Winkler Dies

INDEPENDENCE, Mo., June 15. —Mrs. Allie T. Winkler, formerly a partner in Associated Theatres, Inc., died Monday at her home here. The theatre company, in which she was a partner until five years ago, formerly operated three film theatres in Independence.

Prizes Set for Annual Cinema Lodge Golf Fete

Contributions and gifts from more than 50 motion picture, radio and television companies, advertising agencies, equipment manufacturers and allied industries have been received to date for awards and prizes to be given the winners at the eighth annual film industry golf tournament sponsored by Cinema Lodge B'nai B'rith, to be held Thursday at the Briar Hall Golf and Country Club, Briarcliff Manor, Westchester N. Y. Martin Levine is chairman of the event.

Prizes will be awarded for the best golf scores and performances on the links, but virtually all those attending will be assured of a door prize at the dinner which follows the daytime festivities. The golfing will include 18 holes of competition for foursome and foursome runner - up prizes plus awards for the best net scores, driving, putting, birdies, etc.

Taylor Is Named G.M. Of Empire-Universal

Special to THE DAILY

TORONTO, June 15. — Hatton Taylor was named general manager of Empire-Universal Films Ltd., following the resignation of Alex Metcalfe.

Taylor joined the company as a special sales representative in June, 1958, Metcalft was named to his post in June, 1957.

It is being reported here without confirmation that Paul Nathanson, president of Empire-Universal, is negotiating for the Columbia Pictures' Canadian franchise.

'Jane' Benefit Held

More than $18,000 was raised for the benefit of the Greater New York Council, Boy Scouts of America, at a special preview of Columbia's "It Happened to Jane" at the Odeon Theatre last night. The screening was sponsored by the General Merchandise Division of the 1959 Finance Campaign.

F.P.C. Readies Communi Antenna System in Ont.

Special to THE DAILY

TORONTO, June 15. — F Players Canadian Corp. is proc with the installation of a com antenna system in London, "which has been designed ar gineered to accommodate Tel at a future date," J. J. Fitzgi president, states in a letter to holders.

The letter also notes that ar ments are being completed f installation of Telemeter in a s of Toronto.

F.P.C. Quart

(*Continued from page* 1)

1959 quarter compared to $1,4(the year before.

In a message to stockholder companying current dividend ments, John J. Fitzgibbons, pre and managing director of F.P.C cribed the decline in profits ir year's quarter to "the worst v weather and travel cond throughout Canada in the pa years."

He added that while "in our ion" the box office draw of ava pictures in the second quarter " measuring up to the quality o product available in the second ter last year," the third and f quarters should be "excellent."

"We now have under contract set for playing time the strongest office attractions we have see many years." Fitzgibbons n "Porgy and Bess," "Sleeping Bea "The Five Pennies," "Last Train Gun Hill," "The Nun's Story," " omy of a Murder," "Diary of Frank," "Ask Any Girl" and " by Northwest."

Change Name of Supply Co.

Fitzgibbons' letter also rep that the name of its General Th Supply Co., Ltd., is being cha to General Sound and Theatre Eq ment, Ltd. following its acquisitio the theatre supply and sound div of Dominion Sound Equipments, The latter will own one-third F.P.C. two-thirds of the new pany, which Fitzgibbons says is pected to become a profitable eration.

Tour for 'Hercules'

Joseph E. Levine, president of bassy Pictures, leaves here today, companied by his promotion president Bill Doll, for a seven tour on behalf of "Hercules." will visit Baltimore, Washington, adelphia, Detroit, Cleveland, burgh and Los Angeles.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Edit Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vine Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-Pr dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec lass matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

'Say One' Really Says It!

"SAY ONE FOR ME" FIRST 3 DAYS ANYWHERE—

State, MINNEAPOLIS
Paramount, ST. PAUL

BIGGEST GROSS OF ANY 20TH ATTRACTION SINCE "THE ROBE"!



Minneapolis and St. Paul say it for 20th!
Now let "Say One For Me" say it for you!

Theatre Policies to Attract Young Urged

Special to THE DAILY

CHICAGO, June 15. — Suggestions for improved business relations between exhibitors and younger patrons are being discussed editorially by Irving Mack, head of Filmack Trailers, in his company's publication, "Inspiration." Both teen-age elements and youngsters are considered in the articles.

Mack prescribes firm treatment with unruly teeners and courtesy and consideration after they've been shown who's boss in the theatre. What teeners want, he says, "apparently is a clean place to go where they are expected to behave properly, be treated with courtesy and given a quality product, whether it's the film or the popcorn."

He also advises price consideration in the forms of student scales and reduced prices to good as well as exploitation attractions, and to underline such policies by referring to them in trailers.

Mack suggests promoting children's matinees by a regular mailing card to parents assuring them that the pictures selected and the surroundings are above criticism, with similar messages in newspaper ads and trailers.

See 'Door Open'

(*Continued from page* 1)

"blue law" which is now in effect in Rock Hill.

The theatre operator appeared before council and asserted that the law "is being violated by everybody except the movie operators." City Attorney C. W. F. Spencer, Jr. drafted a document for Council that gave Jeffress his answer in the following paragraphs:

"Until completion of required study and amendment of existing state and local 'blue laws,' it appears in the best interest of the public to continue for the present enforcement of existing 'blue laws' according to existing policy.

"Under the law any individual or group wishing to do so, can sign a warrant against any person violating the 'blue laws' and bring such person to trial."

Three Fox Films

(*Continued from page* 1)

ing $2,986 for only three days at the Shore Theatre in Atlantic City; an empressive $6,038 for four days at the Carolina Theatre in Greensboro, N.C.; and a $5,001 week-end for the Avon Theatre in Stamford in its third week, topping the theatre's previous all-time high—for any week-end.

"Say One for Me" opened to big business in Minneapolis and St. Paul over the week-end, outgrossing 20th's biggest attractions. The three day figure at the State in Minneapolis was $10,764, ahead of "Peyton Place" which played Christmas time. At the Paramount in St. Paul, the Frank Tashlin production scored a $7,596 for three days.

None Seeking Toll-TV Test

(*Continued from page* 1)

tions, other stations will be slow to get on the band wagon.

They give three reasons for this feeling: the high cost and financial risk involved in a pay-TV operation; the adverse attitude of Congress toward pay-TV; and the reluctance of major program sources to sign on the dotted pay-TV line.

One FCC official points out that the FCC authorized the experiment for a three-year period only and imposed the requirement that subscribers were not to pay for the equipment which would be installed in their homes. "It's going to take a lot of money to get enough subscribers to make it worthwhile," one official says, "and there's too much financial risk involved."

FCC spokesmen don't underestimate the effect of what they call "the adverse climate on the Hill" in putting a damper on potential pay-TV experimenters. They say the fact that many Senators and Congressmen are opposed to toll-TV has shut off investment funds which might otherwise have flowed freely into toll-TV equipment and operation. "The costs of setting up a pay-TV operation would require a heavy investment," one observer says, "and it's very questionable whether anyone could get his money out in a three-year period. We don't know whether Congress will ever approve permanent authorization of pay-TV, or would even approve extending the test period beyond three years, so right now there's no business incentive for anyone to get into it."

Commission officials feel that program sources for pay-TV have a "hands-off" attitude, too. They cite producers of first-run pictures—regarded as a prime source for pay-TV programming as an example of this attitude. "The producers of Hollywood films," an FCC official declares, "are unwilling to incur the wrath of their conventional outlets—the theatres—by offering films to pay-TV. They won't offer any first-run films until there is a sure pay-TV market."

Won't Reinstate Suit Against Schine Circuit

From THE DAILY Bureau

WASHINGTON, June 15. — The Supreme Court refused to reinstate a $370,566 private anti-trust suit against the Schine Chain Theatres, Inc.

The suit was brought by the Webster Rosewood Corp., operator of the neighborhood Webster Theatre in Rochester N. Y. A district court and the second circuit court of appeals dismissed the suit for insufficient evidence, and Webster Rosewood appealed to the high court. Today the Justices refused to hear the appeal, as usual giving no reason for their decision.

The Webster suit charged that from June 1942 until mid-1950 it had always played films behind Schine's State Theatre, and that this was the result of an illegal conspiracy. It cited the judgment in the government's anti-trust suit as evidence, but the lower courts held that the government's anti-trust judgment against Schine applied only to acts prior to May 1942 and therefore could not be used in the private suit, and that in any event, Webster had not shown that the distributors had turned down its demand for a better run.

Webster claimed the lower court rulings destroyed the effectiveness of using government decrees as prima facie evidence in private suits, but Schine contended the lower courts had been correct.

Weltner, Davis

(*Continued from page* 1)

mount for excellence of a motion picture production with a Navy background. Weltner will be accompanied to the premiere from New York by Martin S. Davis Paramount's national advertising - publicity - exploitation manager.

Robinson Optimistic

(*Continued from page* 1)

home TV screen and in color, improvements that he believes may be with us perhaps in the next five years, certainly the next ten. Co-producer and author of Universal's "This Earth Is Mine," Robinson estimated that the Rock Hudson starring vehicle could gross at least $26,000,000 in a single evening on pay-TV.

"There'll still be theatres, though, because people want to be together." Robinson continued. He is currently in the process of making an extensive tour in behalf of "This Earth," the first such effort on his part in 15 years, and has been sounding out exhibitors on their feelings about the future. "Many of them are frightened by what's happening," he said, but there is considerable optimism among others, especially in regard to what they consider strong product.

'Modernization' in Ohio

(*Continued from page* 1)

sports are exempted from Sunday closing in the bills calling for modification. The bills are aimed chiefly at retail commercial establishments selling "non-essential" items.

Last week Gov. Michael V. DiSalle ordered Robert A. Terhune, agriculture director, to abide by attorney general Mark McElroy's opinion calling for enforcement of Ohio's blue laws at state and county fairs. If the laws are enforced, all except possibly food sales at fairs on Sunday apparently would be prohibited.

George Tucker Dead

DENVER, June 15.—George Tucker, buyer and booker for Albuquerque Theatres, died here at the weekend, victim of a heart attack. Funeral services and interment will take place in Dallas.

UA Will Distribute Patterson Fight Film

United Artists has acquired motion picture rights to the f coming world heavyweight c pionship fight between Floyd P son and challenger Ingemar Jo son, at Yankee Stadium in New on June 25, it was announced y day by William J. Heineman, vice-president in charge of dist tion, and Irving Kahn, presider TelePrompTer Corp.

United Artists and the M Company recently acquired the broadcast rights from TeleProm for $100,0000 in behalf of Horse Soldiers." The broadcast be beamed over the ABC radio work.

3 Portland Exhibitor On Compo Publicity

Three Portland exhibitors, Royster of the Broadway Th Dick Newton of the Paramount atre and Rex Hopkins of the O um Theatre, have been selecte local industry leaders to repr Portland on the Compo national licity network, Charles E. McC information director, announced terday.

This brings the number of now represented in the network and the number of active comm men to 120.

'Jones' World Premi At Rivoli Here Toni

The world premiere of "John Jones," Warner Bros. release the famed American naval hero, have its world premiere tonig the Rivoli Theatre. Proceeds fro gala opening of the film, which be attended by civic, military, and entertainment leaders will fit the Scholarship Fund of the York Council of the Navy Leag the United States.

Some Russ. Films H

(*Continued from page* 1)

ment, and U. S. distributors complete right to use these so tracks or any other they prefer.

The MPAA officials said they of at least two films—"Othello" "Don Quixote"—which have a dubbed in English. Both of t they pointed out, were shown in don and the sound tracks mad the films' London showings.

The films arriving here now primarily for showing to the dist tors and are in no sense ready popular distribution, the MPAA cials stated. They said the film a ment clearly states the sound t must be approved by the U.S. panies, and that the distrib would go over the sound track fore sending them to theatres.

The distributors could find the sion dubbed tracks satisfactory, dub in another track, or ask fo Russian-language sound track an English subtitles, it was indicate

ALLIED Bulletin

THEATRES OF MICHIGAN, INC.

WOodward 5-4377 607 FOX THEATRE BUILDING Detroit 1, Michigan

April 17, 1959

ORCHIDS TO NATIONAL SCREEN

On behalf of all outstate exhibitors, Allied wishes to express appreciation to Ivan Clavet and the entire staff at National Screen Service for their excellent co-operation in consolidating advertising and trailer shipments with shipments of film.

By assuming the additional burden of consolidating shipments at Allied's request, the hard-working staff of National Screen is saving outstate Allied members considerable money in minimum charge and package delivery fees.

LET'S LOOK IN THE MIRROR

Occasionally Allied receives complaints about National Screen's service. Often we exhibitors alone are to blame for the difficulties.

Whenever we have an unfilled order or an empty advertising frame, let's look in the mirror and ask ourselves if we always return material promptly so that our fellow exhibitors will not have missouts. Every trailer must be sent back immediately after use. All used advertising should be returned at least once a week. Under no circumstances should we ever permit advertising which we no longer need to lay around unproductive in our theatres.

Whenever we receive paper that is folded, wrinkled or torn, let's look in the mirror and ask ourselves if we are always careful to see that our paper goes to the next guy in the same condition that we want to receive it.

Whenever we feel like complaining about National Screen's service, let's look in the mirror and ask ourselves about our service.

Do we order only on the forms supplied by National Screen?

Do we return accessories at once when a booking is changed?

Do we always make certain that the full set of 11 x 14's is kept intact?

Do we send our used papers along quickly and in good condition?

Do the trailers go back with the next return shipment?

KEEP IT MOVING

The price of most National Screen accessories is based upon rental rather than outright sale. Rental enables us to have the use of the advertising matter at a fraction of the purchase price. In order to maintain these rental prices National Screen must work with a limited number of each item. In order to hold prices down we exhibitors must co-operate in keeping the accessories in circulation.

This is a case where every exhibitor must co-operate in order to help himself.

Reprint of a bulletin from the ALLIED THEATRES OF MICHIGAN INC.

Thank You... ALLIED THEATRES OF MICHIGAN, INC.



NATIONAL Screen SERVICE PRIZE BABY OF THE INDUSTRY

STILL THE CHAMP!



NOW AVAILABLE FOR *ALL* SITUATIONS

FOR "AROUND THE WORLD IN 80 DAYS" DATES
CONTACT YOUR LOCAL U.A. BRANCH

MICHAEL TODD CO., 729 7th Avenue, N. Y. 19.

MORRIS LEFKO,
V.P. in charge of sales.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

85, NO. 115 | NEW YORK, U.S.A., WEDNESDAY, JUNE 17, 1959 | TEN CENTS

timism

B 'Upbeat' onvention pens Today

Warner to Announce '60 Slate at L.A. Meet

By SAMUEL D. BERNS

OLLYWOOD, June 16. — An- ement of a program of pictures produced and released to theatres through 1959 and 1960 which will be noteworthy in both number and quality will be the highlight of the address by Jack L. Warner, president of Warner Bros. at the opening here tomorrow of the company's first international sales ntion since 1946.



L. Warner

rner's speech to the domestic oreign sales force, gathered at mbassador Hotel, will express ism for the future of the com- and enthusiasm for what has

(*Continued on page* 2)

d Extends Miami vention in Dec.

From THE DAILY Bureau

ASHINGTON, June 16. — Allied has extended its first combined al drive-in and indoor theatre ntion a day beyond the orig- announced Dec. 7 and 8 dates Eden Roc Hotel, Miami Beach, The convention now will extend gh Dec. 9. It will be preceded Allied board meeting on Dec. 6 at the same hotel.

s is the interim convention that ally was awarded to Wisconsin with Ben Marcus as general ntion chairman. Although l to Miami Beach at Wisconsin 's suggestion, the latter organi- will continue to sponsor and e convention arrangements.

Florida Exhibitors Win Fight Against All Forms of Adverse Legislation

Special to THE DAILY

TALLAHASSEE, Fla., June 16.—Work by the Motion Picture Exhibitors of Florida, an affiliate of Theatre Owners of America, resulted in exemption of theatres from Florida legislation on daylight savings time, obscenity controls and censorship, "blue laws," and from the sales tax law, E. LaMar Sarra, MPEOF legislative chairman, reported today in a bulletin to members.

Sarra declared pending legislation kept MPEOF representatives continuously in the state capitol from the opening session, when Governor Leroy Collins "surprisingly" included

(*Continued on page* 4)

Johnston Urges Senate To Boost Fund for IMG

From THE DAILY Bureau

WASHINGTON, June 16.—Motion Picture Association President Eric Johnston has asked the Senate Appropriations Committee to boost sharply funds for the Information Media Guaranty program.

Johnston had made a similar—and unsuccessful request—earlier to the House Appropriations Committee. He had asked that the Administration's $3,500,000 appropriations request be boosted to $16,000,000 to permit a fully effective program. Instead the House cut the amount to $2,500,000.

In a letter to a Senate Appropriations Subcommittee headed by Sena-

(*Continued on page* 4)

Soviet Films at Mayfair Slated to Open June 30

June 30 has been chosen as the date on which Cine-Panorama, Russia's wide-screen system will first be shown in America, when two documentary features in color will open at the Mayfair Theatre here for a six-week run in conjunction with the Soviet Trade Fair opening June 28 at the Coliseum.

The Russian films to be shown are "How Wide My Country" and "The Magic Mirror," each depicting present day life in the Soviet Union.

Coast Publicists Sign With MPPA, ATFP

From THE DAILY Bureau

HOLLYWOOD, June 16. — The Publicists Association, IATSE local 818, at its regular quarterly membership meeting last night voted to approve the new contract with the Motion Picture Producers Association and the Alliance of Television Film Producers.

The new pact calls for a standard 15 cents perhour wage increase, bringing the senior publicists scale to $223.35 per week, retroactive to last

(*Continued on page* 4)

Navy Brass Prominent At 'Paul Jones' Opening

An audience of 1,700 persons, including civic, naval, social and entertainment leaders, attended the world premiere of "John Paul Jones" last evening at the Rivoli Theatre on Broadway. Continuous performances of the Warner Bros. picture will begin today at 10 A.M.

Proceeds from the benefit opening of the Technirama-Technicolor film about the American naval hero went to the Scholarship Fund of the New York Council of the Navy League of the United States. The premiere was

(*Continued on page* 4)

Win Reduction in Theatre License Fees

Special to THE DAILY

WILMINGTON, Del., June 16.—Reduction of annual license fees paid by theatres from $300 to $100 has been achieved through the efforts of Edgar J. Doob, manager, Loew's Aldine, and Lewis S. Black, city manager, Stanley Warner Theatres, and the sympathetic understanding of City Licensing Director Edward R. Hensel.

Black and Doob demonstrated to the city fathers that the fee was dis-

(*Continued on page* 4)

Reserve Decision on Shaggy Dog Injunction

Special to THE DAILY

BOSTON, June 16. — At the hearing on a preliminary injunction sought by the Fresh Pond Open Air Theatre, Cambridge, Mass., against Buena Vista Film Distributing Co., Judge

(*Continued on page* 4)

Wire System

Says Telemeter Ready to Move 'Into Market'

Novins Reports Needed Equipment in Production

From THE DAILY Bureau

HOLLYWOOD, June 16. — Paramount Pictures' International Telemeter pay TV system "is ready to move into the market place and will begin operations before the end of the year," Louis A. Novins, Telemeter president, said at a press conference here today.

Novins said Telemeter does not "presently contemplate" conducting tests over the air under the conditions laid down recently by the Federal Communications Commission but in-

(*Continued on page* 4)

King Dissatisfied With U.K. Tax Cut

Special to THE DAILY

GLASGOW, Scotland, June 12 (By Air Mail).—The British Chancellor of the Exchequer's plan to cut entertainment duty on cinema seats by 25 per cent is not the whole answer to the U.K. industry's problem, according to

(*Continued on page* 4)

Wilcox, 20th-Fox to Film BBC Radio Hit

From THE DAILY Bureau

LONDON, June 16. — Herbert Wilcox in conjunction with 20th Century-Fox today announced plans for the immediate start of production on a film version of B.B.C.'s biggest current radio hit, "The Navy Lark," to be distributed worldwide by 20th-Fox.

"Navy Lark" is broadcast once weekly but its nationwide popularity here is such that it is given the three top listening spots each week. Although its humor often is at the Navy's expense the Admiralty, nevertheless, has promised its full cooperation to the production.

PERSONAL MENTION

HOWARD STRICKLING, vice-president of M-G-M in charge of advertising - publicity, and CLARK RAMSEY, studio advertising manager, have arrived in Chicago from Hollywood.

•

EDWARD L. HYMAN, vice-president of American Broadcatsing-Paramount Theatres, and BERNARD LEVY, his assistant, have returned to New York from Boston.

•

CHARLES LEVY, Buena Vista advertising-publicity director, will leave New York tomorrow for Dublin.

•

VAN HEFLIN has left New York for Berlin, where he will serve as chairman of the U.S. delegation to the International Film Festival.

•

JEANETTE MARKISE, of the 20th Century-Fox legal department, will leave New York next week for a trip to England and the Continent.

•

MORRIS ALIN, Universal Pictures home office publicist, and MRS. ALIN are celebrating the confirmation of their daughter, ISABEL, at Sinai Temple, Mt. Vernon, this week, also her graduation from Traphagen Junior High School.

•

JESSE CHINICH, Buena Vista Western division sales manager, will leave New York today for New Orleans.

•

JOAN HAHN, former model who now is teaching, has announced her engagement to BOB PERILLA, of Bob Perilla Associates.

•

NORMAN ROSEMONT, vice-president of Alfred Productions, will leave New York today for Paris.

•

SANFORD GILLMAN, son of IRVING L. GILLMAN, of Columbia Pictures' publicity department, is graduating with the degree of chemical engineer from City College.



WB Convention Opens Today

(Continued from page 1)

been achieved and what is being accomplished with current and upcoming releases. The convention is designated the California Upbeat Cavalcade.

Also addressing the opening business sessions tomorrow will be Benjamin Kalmenson, executive vice-president; Wolfe Cohen, president of



Benj. Kalmenson Charles Boasberg

Warner Bros. International Corp.; Steve Trilling and William T. Orr, vice-presidents; Charles Boasberg, general sales manager; and Bernard R. Goodman, vice-president in charge of domestic operations.

One hundred and thirty-five delegates from the 38 Warner Bros. branches in the United States and Canada and from 29 foreign offices are in Los Angeles to meet with the company officers and studio executives. The convention brings together for the first time top management executives and sales representatives of four major divisions of the global Warner Bros. organization — motion pictures, television, music and records.

During the luncheon following the morning sessions, Warner will present awards to the 17 winners of the company's recent "Welcome Back, Jack" sales drive. The afternoon will be devoted to a visit to the Warner Bros. studio in Burbank and a screening of "The FBI Story."

Thursday and Friday sessions will be devoted to announcement of the 1959 television program, presentation and discussion of publicity and advertising campaigns for current and forthcoming pictures, general sales discussions, studio visits and special screenings. Speakers at these sessions will include vice-president Orr, television films executive producer; James Conkling, vice-president and head of Warner Bros. Records; Walter MacEwen, Hugh Benson, studio publicity director Bill L. Hendricks and national advertising manager Gil Golden.

A dinner in the Grand Ballroom at the Ambassador Hotel Friday evening will conclude the convention.

'Pennies' Bows Here Tonight at Capitol

Paramount's "The Five Pennies" will have its world premiere here this evening at the Capitol Theatre, preceded by stage festivities featuring Louis Armstrong, Red Nichols and other jazz celebrities. Outside the theatre on Broadway, two bands, a dixieland combo and a military outfit, will perform for the benefit of spectators and arriving guests.

The film bow will be marked by radio coverage by NBC's Ray Heatherton, a WMGM commentator, NBC's Monitor, and the Armed Forces Radio Service. A highlight of the evening will be the American Federation of Musicians' honoring of Nichols, whose life is depicted in the Danny Kaye starrer, for his "three decades of devoted service to music and musicians."

Levine & WBZ Join In Boston 'Hercules' Bally

Special to THE DAILY

BOSTON, June 16. — Joseph E. Levine, president of Embassy Pictures, and the Westinghouse Broadcasting Co. station WBZ here, have arranged an extensive radio promotion to aid the July 1 premiere of "Hercules" in 400 theatres throughout New England.

Norm Prescott, WBZ disc jockey, has produced a ten-minute short in sound and color called "Meet the WBZ Disc Jockeys," which will be shown as an added attraction with "Hercules." In return, the Westinghouse station will give full coverage to the premiere of the picture. The disc jockeys will make stage appearances and will also do live broadcasts from the lobby of the Pilgrim Theatre here the night of the opening.

'Horse Soldiers' Debut Raises $35,000 In La.

Special to THE DAILY

SHREVEPORT, La., June 16. — More than $35,000 has been raised in advance sales for the two-performance benefit world premiere of United Artists' "The Horse Soldiers" at the Strand Theatre here tomorrow night. The second performance was scheduled by the Junior Chamber of Commerce as the result of a heavy demand for tickets.

Some 350 of the South's leading exhibitors will be among the premiere guests, together with John Wayne, William Holden and Constance Towers, who star in the Mirisch Company presentation. The event will receive extensive radio and television coverage via outlets of the NBC, CBS, ABC and Mutual networks. Highlights will also be included on Ed Sullivan's eleventh anniversary show, Sunday, July 12, over CBS-TV.

Jerrold's Revenues 25%; Has New Sys

Special to THE DAILY

PHILADELPHIA, June 16 and service revenues of Jerrol tronics Corp. showed an incr approximately 25 per cent dur initial two months of the first of this year, president Milton J. told the company's annual mee stockholders here today.

Shapp also told stockholde the sale of the community system in Key West, Fla., at stantial profit to the compan reflect itself in the first quarte ings, which he expects will be erably ahead of a year ago.

After four years of develo Shapp told the meeting, Jerr completed the design of a new circuit television system which "unlimited communications fle over a single cable system." Tl system is reported to be able t come the immobility of tel camera locations, one of the limitations of closed circuit TV

Levy Special Promo Cordinator for Two

Raymond Levy has been special promotion coordinat "They Came to Cordura," a Goetz Production for Columl lease, and "I Aim at the Charles Schneer's Morningsid duction for Columbia. Levy wi on the publicity and prom phases of the two productions, announced yesterday by Rob Ferguson, Columbia's national tor of advertising, publicity a ploitation.

Levy has been engaged in and editing motion picture an vision scripts in the past two He previously served as vic dent and executive publisher of ley Publications. Prior to that was general manager of "Box Before entering the motion field, he headed the Raymond Organization, Inc., consultants tional advertisers, for a per seven years.

Kenneth Blue, 54, I

CINCINNATI, June 16.–K Blue, 54, manager of the Hyd Art Theatre, died of a heart a June 12 at Christ Hospital he had been associated with th Amusement Co. for six years.

Balsam in Swedish

Jerome Balsam has conclud arrangement to act as sole a clusive U.S. representative fo Kotschack of Sven Film, Swede first two Kotschack productions handled by Balsam will be Without Hope" and "Dan Love."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Roc Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vic dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copi

M-G-M presents **CARY GRANT**
EVA MARIE SAINT
JAMES MASON
in
ALFRED HITCHCOCK'S

NORTH BY NORTHWEST

VISTAVISION
TECHNICOLOR®

Co-starring JESSIE ROYCE LANDIS

Written by ERNEST LEHMAN · Directed by ALFRED HITCHCOCK AN M-G-M PICTURE

Excitement that races 2,000 miles from glittering Manhattan to the great stone faces at Mt. Rushmore



THE PUBLIC WILL SOON BE GOING NORTH BY NORTHWEST"

Top national magazines will spread its greatness. Display ads in Life, True, McCall's. "Picture of the Month" columns in Look, True Story, McCall's, Cosmopolitan, Redbook, "17". Ads in all leading fan magazines.

YOU CAN BANK ON M-G-M

World Premiere, Woods, Chicago, July 1st. Coming Music Hall, N.Y.

PEOPLE

Montague C. Morton, managing director in Britain for United Artists, has been elected unanimously as chairman of the Kinematograph Renters' Society. He succeeds Warner Brothers' **Arthur Abeles.**

□

Jerry Marshall, featured on WMGM here, will be master of ceremonies at the American premiere performance of Paramount's "The Five Pennies," which will be held at the Capitol Theatre here today.

□

Ken Prickett, executive secretary of Independent Theatre Owners of Ohio, will be a speaker at a course for executives and associations to be held by the Institute of Organization Management at Michigan State University, June 21-27.

Johnston Urges

(*Continued from page* 1)

tor Johnston (D., Tex.), Johnston said that even if the Senate couldn't vote the full $16,000,000 right away, it should provide at least a $5,000,000 appropriation. He argued the House figure would cut the program back below present levels, at a time it should be expanding.

The program guarantees film companies, book publishers and other information media the convertibility of earnings in certain foreign countries. Right now, IMG contracts cover film activities in Yugoslavia, Turkey, Poland and Vietnam.

Coast Publicists

(*Continued from page* 1)

Jan. 30. Also included for the first time in a publicists' contract is an industry-experience roster giving preference of employment to all publicists having 30 days or more experience in the industry between Jan. 1, 1948 and Jan. 30, 1959.

aircraft: COMET 4!
(pure jet!)
flight: MONARCH
(de Luxe and First Class only)
frequency: NIGHTLY
(leaves New York at 9 p. m.)
destination: LONDON!
BOAC
reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg, Toronto.

Telemeter Plans Outlined

(*Continued from page* 1)

stead will go "into business on wire."

As previously disclosed, the first Telemeter operation will be in a Toronto suburb and while Novins revealed no details he said an announcement likely would be made tomorrow by J. J. Fitzgibbons, head of Paramount's Famous Players Canadian Corp., covering details of the plans and estimated time schedules.

He said Telemeter units have been in production since October, 1958, by the Guardian Electric Co. of Chicago and will start coming off the assembly lines by the end of this month.

Rapid Expansion Planned

"The development of equipment for cable distribution systems, Telemeter studios and automatic accounting machines has been completed," he said. "Initial Telemeter systems will be on closed circuit cable facilities. We plan to expand the very first situation as rapidly as conditions permit."

Novins said the decision to initiate pay TV on wire was dictated by "certain irresistible considerations." Among them, he said, were the economics "under prevailing conditions"; freedom to expand cable facilities as homes are equipped with pay TV devices, resulting in lower costs for cable facilities per home to furnish three channels than for only one channel by broadcast facilities; ability to re-run a program continuously during the day and evening, and Telemeter's ability to convert to broadcast facilities wherever a certain point of saturation in a large market makes that economically advisable in the future.

Calls Integration 'Simple Matter'

"The integration of wire with broadcast pay TV is a simple matter technically when broadcast pay TV becomes practical," he said.

Novins also noted that Telemeter's decision to begin with closed circuit pay TV was influenced by the belief that wire systems have a permanent place in hundreds of communities and will have even should broadcast pay TV be cleared. Its ability to provide a wider program variety with three channels also gives it an advantage over broadcast facilities, he asserted. This makes it possible also to become a local "television station," providing a variety of community programs, he said.

Additionally, it takes no time away from free TV and does not interfere with existing broadcast allocations, according to Novins.

Considering U. S. Situations

He said that several "attractive" situations in the U.S. have been under active consideration for Telemeter and decisions are expected to be made in the near future.

He said there are no legal prohibitions on proceeding with wire pay TV. "Although some bills have been filed in Congress, we do not believe it will deliberately set up legislative roadblocks to progress in serving the public."

In answer to a question regarding the attitude of film producer-distributors, Novins read the following statement phoned to him by Barney Balaban, Paramount president:

Looks to 'Expanding Market'

"We will study each situation and the problems it presents as we do in licensing of our product to conventional theatres and drive-ins. We will consider the market in each situation and what the new medium can produce for us in revenue. We will consider the new medium as though any customer came to us and asked for our pictures. We will endeavor to work out terms based upon factors in that situation. In today's market no producer-distributor of motion pictures can blind himself to the simple economic facts of life. If quality product is to be maintained and expanded over the years, we producers will have to look to an expanding market whether in the theatre or in the home, and most likely from both sources."

Active in 'Pump-Priming'

Novins said Telemeter's deeply involved in "pump-priming" arrangements for programs of national importance. As the system expands, franchise operators will take over and buy cooperatively. He suggests the system will be comprised of operators now engaged in the theatre business.

Canadian Bell Telephone System is involved in the Toronto installations. The cost per overall installation is estimated at $100 per home. At least 10,000 telemeter units will be ready by the end of the year, he predicted.

Navy Brass Prominent

(*Continued from page* 1)

linked with the start of New York's Hudson-Champlain 350th Anniversary Fete.

Fleet Admiral William F. Halsey was guest of honor at the premiere of the film, which is dedicated to his wartime comrade-in-arms, Fleet Admiral Chester W. Nimitz.

Deputy Secretary of Defense Thomas S. Gates, Mayor Robert F. Wagner and Admiral Halsey were honorary chairmen of the premiere committee. Rear Admiral John J. Bergen, U.S.N.R., former Navy League president, was chairman. The vice-chairmen were Vice Admiral Edward C. Holden, Jr., U.S.N.R., president of the Navy League's New York Council, Mrs. J. Truman Bidwell and W. Mahlon Dickerson.

Win Reduction

(*Continued from page* 1)

proportionate and worked a hardship on theatres, especially the smaller houses.

City Council adopted an amending ordinance fixing the theatre's basic fee at $100 per year, plus $1 per month for every employee above one. The amending ordinance offers further relief by eliminating the location owners tax on vending machines.

Skouras Group Pla Film on St. Francis

From THE DAILY Bureau

HOLLYWOOD, June 16. second film production for formed Artys Picture Corp., by Plato, Charles and Spyro ras, Jr., will be "The Joyful I historical novel by Louis d based on the life of St. Fr Assisi. Eugene Vale is curren ning the screenplay, whic Skouras will produce in Italy Middle East late this fall.

Artys is also prepping "C Street," a new novel by Nive for United Artists release.

All MPEA Officers Are Re-Elected

All officers of the Motion Export Association were reel the organization's annual here yesterday. Officers are: Eric Johnston, president; Hetzel, Kenneth Clark, G. Johnson, Robert J. Corke Irving Maas, vice-presidents; Weber, treasurer; Sidney Sc secretary; Herbert J. Erlange ant secretary-treasurer; Tho McNamara, assistant treasur George Vietheer, executive

U.K. Tax Reductio

(*Continued from page* 1

Sir Alexander B. King, cinen nate and leading campaigner tax fight.

Although it was welcomed trade, only the small operat low receipts would benefit, he

Total abolition of the tax w ed, he said, adding: "We can all the other entertainment c tors who are untaxed while the full brunt of the Chancell —about £30,000,000 a year. I a patient requiring a major o and being given a headache p

Florida Exhibitors

(*Continued from page* 1

a request for statewide daylig ings time, until the legislatu journed sine die.

The "obscenity" bill, he re as finally adopted by the Flori islature to include a $2,000 fi five-year jail term, or both—spe ly exempts "the exhibition of picture films." Efforts to cr Florida censorship board whic requested by some legislators, avoided through committee ences, Sarra said.

Reserve Decision

(*Continued from page* 1)

Charles E. Wyzanski today to case under advisement.

The complaint was based on demanded by Buena Vista censing "Shaggy Dog" to the in, which included a per head for children under 12, normal mitted to the drive-in free.

JOHN PAUL JONES'' WINS CHEERS SPECTACULAR WORLD PREMIERE!

A GLITTERING ARRAY of civic, military and theatrical celebrities rousingly cheered "John Paul Jones" on its way last night at the world premiere of the Warner Bros. motion picture release at the Rivoli Theatre in New York.

The gala opening of the Technirama-Technicolor film highlighted the start of the city's summer festival, with proceeds going to the Scholarship Fund of the New York Council of the Navy League of the United States.

The Samuel Bronston production, directed by John Farrow, has been acclaimed by the Motion Picture Daily as "a spectacle, to be sold as such and, on that basis, it is sure of success." Robert Stack, Bette Davis, Charles Coburn, Marisa Pavan, Macdonald Carey, Erin O'Brien, Jean Pierre Aumont and David Farrar head the cast.

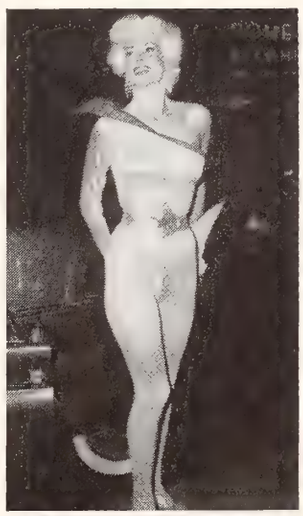


A record crowd gathers on Broadway for the gala premiere of "John Paul Jones."


ul Jones" co-star Erin O'Brien autographs tickets for CPO Hamman (left) and TE/2 Fred Bailey.


Samuel Bronston (2nd from left), "John Paul Jones" producer, with Mrs. Bronston (left); Rear Admiral John J. Bergen, premiere chairman, and Mrs. Bergen.


miral Robert B. Pirie and daughter, Mrs. Jonathan


Six-foot-four TV star Siri turns up in a gold lame suit.


Vice Admiral Thomas S. Combs arrives at the premiere with Mrs. Combs.

A Mighty Boxoffice Salute to...

THE OUTSTANDING ADVENTURE SPECTACLE ON THE SCREEN TODAY!

"WITH JOHN WAYNE AND WILLIAM HOLDEN FOR THE MARQUEE, THIS IS A BLOCKBUSTER IN EVERY SENSE OF THE WORD! The screen has another stirring, exciting and realistic spectacle of the war between the States. Magnificently directed by John Ford, this story is packed with terrific battle action and feats of daring to thrill male patrons and of course, the youngsters, as well as a goodly quota of romance. John Wayne is at his best, William Holden is equally effective. A great Civil War spectacle for every type of audience!" —*BOXOFFICE*

"LOADED WITH THE KIND OF ENTERTAINMENT THAT MEANS HIGHER RETURNS AT THE BOXOFFICE! It contains an interest-holding yarn, including suspense, fighting, attractive settings and a smart combination of acting talent that should spell out plenty of reason for enthusiastic public acceptance. In addition, there is the superior direction of John Ford and his numerous touches that add to the overall lustre of the attraction. John Wayne and William Holden make a powerful team!" —*THE EXHIBITOR*

"JOHN WAYNE AND WILLIAM HOLDEN IS A COMBINATION TO MAKE ANY EXHIBITOR COUNT HIS MONEY IN ADVANCE! With that as a start, add two hours of suspenseful story about a breath-taking episode of the Civil War; stormy romance; dramatic conflict between Wayne and Holden; all in flawlessly photographed DeLuxe color, and 'The Horse Soldiers' becomes a measurable success at the boxoffice!" —*M.P. DAILY*

"A WHOPPING BIG, COLORFUL SPECTACLE IN THE 'GRAND TRADITION'! As for boxoffice, the names of John Wayne and William Holden alone provide the kind of draw that no exhibitor can quarrel with . . . full of blazing action and romance. A high adventure-drama that makes its robust pitch right to the broad audience for whom it is meant. One of those pictures that can't miss!" —*VARIETY*

"ONE OF THE BEST ADVENTURE SPECTACLES TO REACH THE SCREEN! An 'action' product that is tailored for action-minded audiences. Directed by John Ford, the film is packed with action from start to finish and surges with battles and hand-to-hand combats. It is rough, rugged and romantic, with ingredients that should have a wide appeal!" —*HARRISON'S REPORTS*

"WILL MORE THAN DELIVER AT THE BOXOFFICE! An absorbing, exciting and fascinating motion picture which should give a splendid account of itself wherever it is played . . . unflagging pace, excitement, romance and rousing color. It is the kind of film to create a lively anticipation which will not be disappointed!" —*MOTION PICTURE HERALD*

"OUTSTANDING FILM FOR MAJOR GROSSES! Has the action and surprise elements that always prove strong with the paying customers. Wayne and Holden perform with all the professional competence one has come to expect of them. The 'HORSE SOLDIERS' should prove highly popular with the paying customers!" —*FILM DAILY*



JOHN WAYNE · WILLIAM HOLDEN

THE HORSE SOLDIERS

with

CONSTANCE TOWERS and ALTHEA GIBSON

Written for the screen by

JOHN LEE MAHIN and MARTIN RACKIN

Directed by

JOHN FORD

A MAHIN-RACKIN PRODUCTION · **COLOR** by DeLuxe

THRU UA

40th *Anniversary* / 191

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

35, NO. 116 NEW YORK, U.S.A., THURSDAY, JUNE 18, 1959 TEN CENTS

Etobicoke, Ont.

Telemeter to Install 5,000 Units in Fall

Will Expand to 40,000 Homes, Says Fitzgibbons

Special to THE DAILY

TORONTO, June 17. — Trans Telemeter, a division of Famous Players Canadian Corp., Paramount Pictures affiliate, will construct the first home pay-as-you-see television in Toronto's western suburb of Etobicoke, J. J. Fitzgibbons, president and managing director, announced today.



Fitzgibbons

Fitzgibbons said construction of the TV wire system will begin as soon as the necessary equipment and materials are delivered. Construc-

(*Continued on page 6*)

Providence Newspapers Featuring Film Ads

Special to THE DAILY

PROVIDENCE, R. I., June 17. — The Providence Journal and Bulletin have advised readers that they formed a committee of staff executives to pass on motion picture advertising before it is printed. In recent months the committee has rejected commercials regarded as "morally dangerous or otherwise objectionable." The announcement of the policy was made here in an editorial signed by Walter C. Watkins, publisher of the papers. He states, "We want to make it clear to our readers that we will continue to strive for motion picture advertising that meets the standards of the family newspapers and that is beneficial to legitimate artistic and dramatic entertainment." Changes in the ads included elimination or alteration of illustrations, revising text matter, and others, it was stated.

Exhibitors in 10 States Request Help In Improving Theatres, Projection

Exhibitors in 10 states thus far have requested the technical help of the Council for the Improvement of Theatres and Motion Picture Projection, since the program was instituted two weeks ago. Theatre Owners of America, which is administering the program, reported yesterday.

George G. Kerasotes, president of TOA, said the requests came from upstate New York, Indiana, Maryland, Vermont, Nebraska, South Carolina, Montana, Missouri, North Carolina and Florida. He said he was particularly pleased with the geographic response to the program, indicating

(*Continued on page 8*)

Telemeter Assured of Films from Several

Special to THE DAILY

TORONTO, June 17. — Companies other than Paramount have advised Telemeter that a supply of their top films will be available for its pay TV programming at suburban Etobicoke next winter.

Most major producers-distributors made product available to the Telemovies experiment in Bartlesville, Okla., and to Telemeter's test at Palm Springs, Cal., several years ago. Most producers-distributors feel that the information to be gained on the new medium makes participation worthwhile.

'Pennies' Has World Premiere at Capitol

Stage festivities featuring Louis Armstrong, Red Nichols and other jazz celebrities were held on the stage of the Capitol Theatre here last night prior to the world premiere showing of Paramount's "The Five Pennies," starring Danny Kaye.

Outside the theatre on Broadway,

(*Continued on page 8*)

Service Drops Plans For Closed-Circuit TV

From THE DAILY Bureau

WASHINGTON, June 17. — The Army and Air Force Motion Picture Service has dropped ambitious plans for closed-circuit theatre TV in its theatres.

It has been exploring the possibility

(*Continued on page 8*)

Introduce Bill on Film Rental Lost to Japanese

From THE DAILY Bureau

WASHINGTON, June 17. — Senator Dodd (D., Conn.) has introduced legislation to make sure that American film companies are paid for lost rental income resulting from Japanese

(*Continued on page 3*)

Subsidize Documentary Production in Cuba

The Cuban government has made a $5,000,000 subsidy available to the Institute of Art and Cinematographic Industries for film production purposes and has granted it exemptions from taxation and customs duties, the Motion Picture Export Association has been advised.

Alfredo Guevaro, president of the Institute, has written to MPEA and

(*Continued on page 3*)

Shreveport Citizens Crowd 'Soldiers' Bow

Special to THE DAILY

SHREVEPORT, La., June 17. — Citizens of this city turned out en masse for the two-day world premiere festivities for "The Horse Soldiers," culminating tonight with a charity opening at the Strand Theatre. John Wayne, William Holden and Constance Towers, star of the United

(*Continued on page 8*)

German, NSS Donors of Top Golf Tourney Prizes

Two of the principal prizes for the 8th annual film industry golf tournament today have been donated by William German, Inc., for the winning foursome, and by National Screen Service for the runners-up. These are in addition to the many awards donated by some 50 leading companies of the industry.

The tournament, sponsored by the Cinema Lodge, B'nai B'rith, is being held today at the Briar Hall Golf and Country Club, Briarcliff Manor.

Convention Told

WB Schedules 34 Films at $85,000,000

Warner Voices Optimistic View for Company Future

By SAMUEL D. BERNS

(Picture on page 2)

HOLLYWOOD, June 17.—Warner Bros. has successfully met the challenges of the past several years of readjustment and thus has "every basis for optimistic appraisal of the future," Jack L. Warner, president, said here today at the opening of the company's international sales convention at the Ambassador Hotel.

As proof of that optimism Warner told the meeting that the company has scheduled 34 films representing an investment of $85,000,000 for the balance of this year and 1960. The program was described "as the most important in the entire life of the company." It was developed under the personal supervision of Warner with the guidance of Benjamin Kalmenson,

(*Continued on page 2*)

William Pizor Dies; Was Pioneer Producer

Funeral services will be held here tomorrow for William M. Pizor, head of foreign distribution for Lippert Pictures and Screen Guild Productions. Pizor, who was 69, died yesterday morning. Services will be at Riverside Memorial Chapel, 79th St. and Amsterdam Ave., at 11:30 A.M. tomorrow.



William Pizor

Pizor was a veteran motion picture executive and one of the ear-

(*Continued on page 8*)

TELEVISION TODAY—page 6

PERSONAL MENTION

SIDNEY COOPER, United Artists Central and Southern division manager; FRED GOLDBERG, executive assistant to ROGER H. LEWIS, national director of advertising-publicity, and BURT SLOANE, assistant publicity manager, will return to New York today from Shreveport, La.

•

CLARENCE A. HILL, 20th Century-Fox director of exchange operations, was in Albany this week from New York.

•

SAM NATHANSON, producer and distributor, arrived in New York yesterday from Hollywood.

•

RAYMOND STROSS, producer, will leave here today for London via B.O.A.C.

•

JOSEPH B. ROSEN, Universal regional sales manager, was in Gloversville, N. Y., on Tuesday from here.

•

JOHNNY ANDREWS, featured on NBC, will leave here tomorrow for a vacation in Longport, N. J.

•

HENRY KING, director, has returned to Hollywood from New York.

•

NORMAN NADEL, theatre editor of the *Columbus Citizen*, has entered a hospital in the Ohio city for a check-up.

•

C. S. SIMPSON, vice-president of Capital Releasing Corp., Atlanta, has returned there from Chattanooga.

•

HARRY RUBIN, projection chief for the Paramount Theatres, is recuperating from surgery at the Park East Hospital here.

•

ROY BOULTING, producer, and MRS. BOULTING have left New York for England aboard the "Queen Mary."

•

CLAUDE HEILMAN, co-producer with CASEY ROBINSON, of Universal's forthcoming "Islandia," has left here for London and Europe.

Mrs. E. K. O'Shea Dead

Mrs. E. K. O'Shea, widow of "Ted" O'Shea, former distribution executive, died suddenly yesterday at the home of Mr. and Mrs. Joseph M. Seider at Bay Shore, L. I., with whom she was visiting. Mrs. O'Shea had resided in Buffalo since the death of her husband in February, 1958. Funeral arrangements remain to be made.



UPI Telephoto

AT WARNER BROS. CALIFORNIA UPBEAT CAVALCADE as it opened yesterday with 153 delegates from its 38 branches in the United States and Canada and from 29 foreign offices. Shown here, left to right, are Charles Boasberg, Wolfe Cohen, Benjamin Kalmenson and Jack L. Warner.

Warner Outlines '59-60 Slate

(*Continued from page* 1)

executive vice-president; Steve Trilling, vice-president; and Wolfe Cohen, head of Warner Bros. International Corp.

The investment in the 34 pictures is in production costs alone, Warner said. "It does not include costs of prints, distribution, advertising and promotion. The magnitude of the production figure is evidence of our sincerity in calling this one of the company's most ambitious programs—and of our faith in the future."

Attending the sales convention, which runs through Friday, are 135 Warner executives and sales representatives from the U.S. and 39 foreign nations.

"As an important factor in Warner Bros. progress, the company president cited operational changes which have been effected in the past few years—changes which he said have eliminated costly time lags and needless duplication.

Sees Greater Degree of Unity

"We have brought together at our studios in California all of the operating units of our company," he said, "both domestic and foreign. This is now the command post of our world-wide Warner Bros. organization. The streamlining has brought a greater degree of unity to our production of pictures and to global distribution of our product."

In announcing the 34 productions definitely on the Warner Bros. schedule, Warner stated that in keeping with long-established company policy the over-all program would remain elastic, to permit the inclusion of other important and timely attractions. The vital importance of developing new stars was also stressed.

Warner named the following as summer releases: "The Young Philadelphians," "The Nun's Story," "John Paul Jones" and "Hercules."

The balance of the 1959-60 program includes: "Yellowstone Kelly," "Look Back in Anger," "The FBI Story," "Cash McCall," "Ocean's 11," "The Miracle," "Guns of the Timberlands," "A Summer Place," "Moment of Danger," "The Bramble Bush," "Gold of the Seven Saints," "30," "Ice Palace," "Parrish," "The Sundowners."

Also, "The Dark at the Top of the Stairs," "Captain Buffalo," "The Crowded Sky," "All God's Children," "Tall Story," "Rachel Cade," "Splendor in the Grass," "The Man They Couldn't Kill," "The Marauders," "The White Rajah," "Undercover Teacher," "Letter from Peking," "Fanny," "Claudelle Inglish," and "Sunrise at Campobello."

George Brown Dies; Was Veteran Ad Executive

From THE DAILY Bureau

HOLLYWOOD, June 17.—George Brown, 65, veteran motion picture advertising executive and hotel operator, died at Good Samaritan Hospital yesterday. Death was ascribed to post-operative shock.

Funeral services will be held 10 A.M. Friday at Praisewater Mortuary, Van Nuys. Interment will be in Forest Lawn-Hollywood Hills.

Brown was director of advertising and publicity at Paramount Studios, and had also served similar duties for Warner Bros., Universal and Columbia.

Upon his retirement five years ago he started operating hotels in Palm Springs and Wickenburg, Ariz. He later leased these and was living on his income in Sherman Oaks at the time of his death.

Goldwyn Lunch Today

Samuel Goldwyn will give a luncheon today at the Sherry-Netherlands Hotel to the 13 chairmen of the national organizations of the Film Estimate Board of the Motion Picture Association of America. Goldwyn will discuss his new film, "Porgy and Bess."

. . . NEWS ROUNDUP

Fox Plans 2 New Theatr

Melvin J. Fox, head of the c of independent Fox Theatres in P delphia, has announced plans to two new theatres. A drive-in wi constructed on Route 130 just ou the city. The other will be a 1 seat conventional house in the n created Levittown, N. J.

■

Miss Remick, Welch Din

Governor Furcolo of Massach attended the press luncheon Columbia Pictures held at the Hotel, Boston, for Lee Remick a torney Joseph Welch, both st in "Anatomy of a Murder." Wel a Bostonian; Miss Remick a nati Quincy. The film will open July Ben Sack's Gary Theatre.

■

Janet Frimeth to Gottlie

Janet Frimeth, member of the versal-International home office a tising-publicity department for past 14 years, has joined Ed Gottlieb Associates, public rel consultants.

■

Plans New Illinois Theat

Mrs. Mary Cattel is now stu construction bids for a new thea be built at Western Springs, Ill. I be a single story brick structur

■

Philadelphia House Take

Abe Sunberg and Max Broo are taking over operation of the Palace Theatre, Philadelphia, the Stanley Warner circuit. The renovating the house and will re it at the weekend as the Society

■

Oregon Drive-in Opened

Tommy Moyer, exhibitor of land, Ore., has opened his new in theatre on S.E. Powell Boul a growing residential area.



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News E Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

ıban Subsidy

(Continued from page 1)

U. S. Department of Health, tion and Welfare at Washington ting assistance in completing zation and operating plans. The Institute plans to produce six he first year, 12 the second, 18 ird and 24 annually thereafter. films for the most part will be ientaries, based on Cuban his-

currently, American and other istributing associations in Cuba iled joint protests with the new ıment at Havana against the ed new schedule of taxes an- ed recently.

Pay Hikes in Peru

EA companies also have been d that the government in Peru creed an 18 per cent increase ries and wages of most workers , including those in the film y.

new Italian film agreement re- in an incomplete stage, despite ecified June 15 deadline. Ad- l exchanges between the and the Italian film office are place.

EA was advised that the opera- the recently announced 25 per eduction in Britain's admissions ll free more than half of the s there of tax. All of those so are in the smaller theatre class.

oduce Bill

(Continued from page 1)

of U.S. films in the Philip- during World War II.

d is a member of a Senate Judi- ubcommittee which holds hear- morrow on various bills dealing ar claims. The Motion Picture ation's view will be presented to committee tomorrow or Friday Washington attorney Harold hal.

d said he feared bills already ıced dealing with war damage might not "adequately cover cial consideration due certain e claimants in the use of Amer- roperties in the Philippines."

panese Showed the Films

A officials estimated that as as $3,000,000 to $4,000,000 be involved if Congress ap- the legislation. The Japanese U.S. films in the Philippines, ed the films while they oc- the islands, and retained the income.

Dodd proposal is specifically d to amounts actually realized Japanese and does not cover tes of rental income that might been received by the American nies under other conditions.

'Mummy' Openings

Mummy," a Hammer film for sal release, will have its world re at the Paramount Theatre in on Thursday, July 2, followed eries of territorial and key city gs for the July 4th weekend.

Theatre Attendance in Austria Down in '58

From THE DAILY Bureau

WASHINGTON, June 17. — Attendance at Austrian motion picture theatres declined in 1958, according to a report issued by the Motion Picture Division of the Department of Commerce, which said a further decline is expected in the near future.

During the past 10 years only some 50 per cent of the country's seating capacity has been used, the report said, and in 1958 this figure dropped to 47.3 per cent. "As about 42 per cent of all films exhibited in Austria were of United States origin," the report said, "this decrease directly affects American films."

The report went on to say that since Austrian theatres plan to increase admission prices between 10 and 25 per cent in the near future, "this increase might cause further declines in attendance." Low admission prices in the country, along with relatively high taxes and duties, have already made Austria "a special problem to the industry," the report said.

'Mediocre Movies' Cited

Principal factors contributing to the decrease in attendance, the report declared, were "the large number of mediocre movies being offered" and the fact that television is "increasingly competitive." The report listed as other reasons for the drop the increase in the number of Austrian automobile owners, who spend less time in theatres, and the fact that Austrian theatres show few short subjects, cartoons and news features.

Plan 70mm Projectors

MEMPHIS, June 17. — Crosstown Theatre, one of Memphis' newest, will install 70mm. projectors (German-made Bauer) and six-channel stereophonic sound system (Simplex Four-Star) at a cost of $25,000. M. A. Lightman, Jr., president of Malco Theatres, Inc., has announced. Malco owns and operates Crosstown. This will be the first Memphis theatre to have 70mm. projectors. Lightman said Crosstown would bid for Todd-AO and other 70mm. pictures. The work will start within a week and Crosstown will be closed four or five days.

Two Take Fight TV

PHILADELPHIA, June 17. — Two local houses, both Stanley Warner, will carry the closed circuit telecast of the Floyd Patterson-Ingemar Johansson heavyweight championship fight on June 25. Showing the telecast will be the first-run Stanley and the Broadway, head house in the South Philadelphia area.

'Say' Big in South

"Say One for Me" continues a strong pace in its initial openings in the South, according to reports here from the Carolina Theatre in Charlotte and the Rivoli Theatre in Myrtle Beach, South Carolina. The Rivoli broke all house records with $2,597 for three days. At the Carolina, it grossed $3,237 for three days.

Personnel Changes for Loew's Theatres Made

Charles E. Kurtzman, who has been northeastern division manager for Loew's Theatres in Boston, has been transferred to the home office here to engage in executing special assignments, it is announced by John F. Murphy, executive vice-president of the circuit. William Elder, manager of Loew's Warfield Theatre, San Francisco, has been appointed to supervise the northeastern division. Walter Kessler, city manager for Loew's Columbus (Ohio) Theatres, will succeed to the San Francisco post. His successor in Columbus will be named shortly.

Predicts 10-Year Record For Summer Attendance

Special to THE DAILY

RIDLEY PARK, Pa., June 17.—A prediction that motion picture attendance in the U.S. will rise to its best level this summer for a decade was made today by Sindlinger & Company. Business so far this year has been up sharply over last year, the report noted.

A rise in spring attendance was attributed by the Sindlinger company to two developments. One is the increase in attractions appealing to women. The other is that the playoff of pre-1948 films released by the industry for television use is reaching saturation.

PEOPLE

Fred E. Peters, past president of the Quebec branch, Canadian Picture Pioneers, has been named "Pioneer of the Year." Presentation was made by **William Lester,** of United Amusement Corp.

□

Constance Wuebbenhorst, Cooper Foundation Theatres, Denver, has been elected president of that city's chapter of Women of the Motion Picture Industry. She succeeds **Jerri Hazlewood,** who has resigned.

□

Leonard A. Kupstas, who has been assistant manager at the Stanley-Warner Strand Theatre, New Britain, Conn., has been promoted to the managership of the Embassy Theatre there, succeeding **Edward J. McCloskey,** who has left the industry. **Oscar Boyajian** will succeed **Kupstas** at the Strand.

□

Andre Ouimet, formerly director of planning for the Canadian Broadcasting Corp., has been named general controller for Compagnie France Film, distribution and exhibition organization of Quebec.

□

Joseph Fink, of Overseas Theatres, Inc., Dania, Fla., has enrolled his Riviera Drive-in Theatre of Key West, Fla., in Theatre Owners of America.

THE BIG ONES...
are advertised in LIFE
Universal International's
"THIS EARTH IS MINE!"
. . . in LIFE's June 22nd Issue
LIFE THE BIG ONE IN MOVIE SELLING



ROCK HUDS
JEAN SIMMO
DOROTHY McGUIR
CLAUDE RAIN



WITH
KENT SMITH · KEN SCOTT · CINDY R

SCREEN PLAY BY DIRECTED BY EXECUTIVE
CASEY ROBINSON / HENRY KING / EDWARD

dual-city world premie
followed by 166 theat

day and date JUNE 26 key ci

SALT LAKE CITY • PHILADELPHIA • OKLAHOMA C
HONOLULU • DETROIT • INDIANAPOLIS • NEW ORLEA

JULY 4 WEEK

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PROVIDENCE • SAN DI



E
4

san francisco...oakland

estern states saturation

enings

FFALO • PITTSBURGH • PORTLAND • SEATTLE • TULSA
SAS CITY • MILWAUKEE • SYRACUSE • NEW YORK CITY

CHESTER • DENVER • ATLANTA • BIRMINGHAM •
AMI • WASHINGTON • CINCINNATI • HOUSTON

Telemeter

(*Continued from page* 1)

tion and equipping of the Telemeter studio is under way. There will be a public demonstration of the system in the fall.

Starting with more than 70 miles of TV cable, with a potential of 13,000 homes, the system will be readily expandable to serve an area of 40,000 homes in the West Toronto area. It is planned that at least 5,000 home units will be installed during the fall and winter months.

Fitzgibbons said: "We will concentrate our first 10,000 Telemeter installations in Etobicoke, one of the fastest growing communities in the West Toronto area. This starting point was selected because Etobicoke is a representative Canadian community. We have high hopes that the West Toronto operation will spread to other areas in metropolitan Toronto and trigger the expansion of Telemeter throughout Canada."

Only Nominal Fee Planned

It was also announced that there would be no charge to the consumer for the Telemeter unit other than a nominal fee of $5.00 comparable to a telephone connection charge.

Etobicoke viewers will receive program information in advance over a speaker and will drop coins in to view what they want. The cost of each program will be announced in advanced.

F.P.C. and its associates operate more than 376 theatres in Canada, constituting the largest circuit in the country.

Fitzgibbons said: "Although some exhibitors have opposed pay television out of fear of its possible effect on the motion picture theatre, Famous Players invested in Telemeter many years ago when pay TV was little more than an idea. We felt that we were in the business of exhibiting motion pictures regardless of the medium through which they were exhibited.

"I believe that the motion picture theatre will always remain a solid and profitable institution in the exhibition of film entertainment. People will always want to get out and join with others at the movies. Certain pictures can only be shown to their best advantage on theatre big screens and in color.

Sees 'Lost' Audience Found

"We feel that pay-TV will reach the 'lost' theatre audience and will develop a totally new audience. If they won't come to the theatre, we will bring our entertainment to their homes."

Fitzgibbons, whose organization holds all rights to Telemeter in Canada, issued an offer to Canadian exhibitors to join in the development.

"We are planning to organize companies in various communities of Canada to operate local Telemeter franchises."

Fitzgibbons said: "At the outset, basic programming for the West Toronto system will consist of the latest and best motion picture features. However, sports will also play an important part — particularly those sports events that are not being telecast or are 'blacked out' locally, partially telecast or only available through closed circuit theatre television, such as championship fights.

"In addition, we have long range plans to bring outstanding dramatic and cultural attractions into West Toronto, important innovations in educational TV and a wide variety of events of local importance that will be offered free as a public service."

The Telemeter wired system of pay-as-you-see TV adds three program channels to any conventional black and white or color television set. In West Toronto, homes equipped with Telemeter units will be able to receive not only the five regular broadcast channels—channels 2, 4, and 7 from Buffalo; channel 6 from Toronto and channel 11 from Hamilton—but they will also be able to watch Telemeter's three program channels via channel 5 on their TV receivers. These additional channels are then selected on the Telemeter unit by turning the dial to channels A, B, or C.

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AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

HOLLYWOOD, June 17

TAKING up where we left off last week in describing our trip across the country by car to Hollywood: In Louisville we met Bob Kay, another of the city's most popular diskers (WAVE) who told us about Jimmie Rodgers' generosity in donating a large portion of his check to the local children's fund when he starred last year on WAVE-TV Charity Telethon. We also had the good fortune to meet another fine member of the staff, Jim Carrigan, sportscaster before we left. Then we headed west for St. Louis and on arrival learned that Harry Fender was away for the weekend. However, Al Johnston, who left NTA two months ago to become exec. producer here at KPLR-TV and producer of some of Harry's programs, was most kind and cooperative and made our short stay in that city most pleasant.

Leaving St. Louis, we headed for Amarillo, Tex., where we spent the night and next morning proceeded towards Phoenix, Ariz. We arrived in Scottsdale (playground suburb of Phoenix) about 10 P.M. only to learn that our old pal Dick Gilbert had sold his interest in station KPOK and was presently in Washington where he was hoping to get an FCC license to purchase another station. But Ray Cox, a very enterprising and talented young deejay at the station, owned and operated by the dynamic young Morrie Mindell, informed us that Saxie and Claire Dowell, a couple of the nicest and dearest friends we have, had purchased Gilbert's interest in the station but that Saxie, (writer of the clever ditty, "Three Little Fishes" among others) was maintaining his rep (earned after a decade at WGN, Chicago) as a terrific radio and TV artist at KTAR, the NBC key station in Phoenix. Mrs. P. H. and we spent a happy hour with Claire at their beautiful estate on Mockingbird Lane, talked with Saxie on the phone and then drove out to the Westward Ho Hotel to chat with Dick Rawls, general mgr. of KPHO, a brother Lamb and deservedly reputed in these parts to be one of the most talented and efficient execs in the biz.

☆ ☆ ☆

Next morning in San Diego, we visited the home of Jonathan and Evelyn Kirby, than whom there are no nicer folk anywhere in the world. (You see, we kinda like them.) In but a year in town (Jonathan came here from Denver and prior to that was the star newscaster-deejay at WJAR, Providence, R.I.) Jonathan is now called "The champion of the little man and crusader for civic reforms" and his daily KCBQuest for honesty in local and national government as well as decency and justice for everyone, has already paid off. Due to his fearlessness and zeal and his personal exposure of local graft the local Grand Jury has indicted several officials. Jonathon also wrote and produced a series of 26 documentary programs titled, "The Critical Years" which deal with juvenile delinquency which have proven so helpful that Lee Bartell, managing director of the Bartell Group of stations (KYA, San Francisco, WOKY, Milwaukee, Wis., WAKE, Atlanta, Ga. and WYDE, Birmingham, Ala.) has offered the entire series, to any station or network in the land, GRATIS. Because of this wonderful work in the national civic interest, this reporter herewith offers a low bow to Jonathan and Lee.

House Unit to Hold 'Equal Time' Hearin

From THE DAILY Bureau

WASHINGTON, June 17. – Commerce committee chairma ris (D., Ark.) said he would star ings June 29 on bills to overha Federal Communications C sion's "equal time" policy.

The commission has said all cal candidates are entitled to time on radio and TV newscast Senate Commerce committee hearings tomorrow on bills to this policy.

Harris said he did not agre the FCC policy but that he wa to see that the commission was ing on its own feet" and refus yield to Justice Department p to change its stand.

ATAS Holds Electio Affirms Astaire 'Em

From THE DAILY Bureau

HOLLYWOOD, June 17. – Ackerman has been reelected t as president of the Los Angeles ter of the Academy of Televisio and Sciences, for an unprece third term.

Other officers reelected for a term were: Fred de Cordov vice-president, and June Lo secretary. Also elected were L Edelman, second vice-presiden Fred W. Berger, treasurer.

Seven new members were to serve on the board of gov and 13 were reelected for a term.

Trustees Elected

Elected to the national board of trustees were Ackerm Cordova, Gail Patrick Jackson, Ryder and Rod Sterling. Fento Edelman, Paul Weston, Jane and Wayne Tiss were reelecte

The board of governors of brought an end to the Fred controversary by declaring th taire rightfully won his "E award for best acting.

Also it was decided to shel start of the new "Workshop Th until the fall, when final pla formulated by the workshop mittee, headed by William Ko

Vanguard, Pallos Si

Vanguard Productions and Pallos, of Pendennis Pictures Ltd., have announced co-prod deal for the immediate filmi Victor Hugo's "The Man Laughs," to be made in Englan in color. Milton Subotsky, Va vice-president, now is in Britai cussing the George Baxt scrip Pallos.

'DLU' on Coast 'Cha

LOS ANGELES, June 17. – common stock of Desilu Produ Inc., now is listed on the Pacific Stock Exchange. The issue a listed on the American Stoc change.

littering "Five Pennies" World Premiere



hampionship Blessed Sacrament School Band of Newark, N.J., is seen in action in photo in front of the Capitol Theatre. The military aggregation alternated with Lamarr's Riverboat Dandies, a jazz combo, in entertaining arriving celebrities nlooking crowds.

DANNY KAYE'S new picture, "The Five Pennies," came to Broadway last night in a festive world premiere opening at the Capitol. Showmanship abounded in front of the famous New York theatre as throngs pressed against police guard rails to glimpse and cheer arriving celebrities. Dixieland jazz and snappy military airs played by two bands underscored the first-night gaiety beneath the marquee, while the inner lobby featured broadcasts by NBC, WMGM, WRCA and Armed Forces Radio. News photographers "shot" the premiere activity inside and outside the theatre.

Red Nichols, the jazz "great" on whose life the Paramount film is based, was honored on the Capitol stage by the American Federation of Musicians in a ceremony joined in by the top bandleaders of today.

All in all, it was a whopping big opening, worthy of the sparkling VistaVision-Technicolor film, and strong in promotional value.



e motion picture executives seen in front of the theatre before the liere of "The Five Pennies" started: left to right are Martin S. Davis, mount national advertising-publicity-exploitation manager; Jerry Pick- Paramount vice-president in charge of advertising and publicity, and ne D. Picker, president of Loew's Theatres. The Capitol is Loew's ip house.



Louis (Satchmo) Armstrong, who stars in the picture with Danny Kaye, Barbara Bel Geddes, Harry Guardino and Bob Crosby, arrived at the theatre with Mrs. Armstrong. They were greeted in front of the Capitol by Barney Balaban, president of Paramount Pictures. New songs in "The Five Pennies," were composed by Sylvia Fine (Mrs. Danny Kaye), who also attended the opening and joined in the stage ceremonies.



ed bandleader Woody Herman (left), a iere guest, is interviewed at the Capitol Jerry Marshall, of Station WMGM. Other music men who attended included Larry ton, Buddy Rich and Henry Jerome.



Loring "Red" Nichols was overjoyed at the success of the premiere. He is seen here with actress Monique Van Vooren, one of the many show business celebrities who came to see the Nichols film biography.



Also on hand for the gala debut of the Shavelson-Rose production was actress Jeff Donnell, who was escorted by socialite John Bricker. Danny Kaye is appearing in Australia at the present time.

Exhibitors Ask

(*Continued from page 1*)

an awareness from all over the country by theatre owners of the necessity of presenting the best possible picture and sound in the most comfortable surroundings, as a requisite for holding and increasing patronage.

He said the greatest number of requests had been received for inspection of theatre projection systems, about twice as many as for sound systems. In descending order, based on the volume of requests, were auditorium accoustics, screens, concessions stand remodeling, exterior remodeling, and drive-in speakers. Requests from conventional theatre outnumber drive-in theatres almost 10 to one.

Kerasotes reported that the same day requests are received at the TOA office they are mailed to an equipment repair company which has been pledged by the Theatre Equipment Dealers Association to provide the technical service without charge to the exhibitor. There are nearly 150 such dealers working with the Council. If the exhibitor lists an equipment and supply dealer in his request, and this dealer is on the approved list, the request goes to him; otherwise it is sent to the approved dealer located nearest the exhibitor.

Queried on Sound, Carbon

Kerasotes said the exhibitors also are being asked what sound service company, and what brand of carbon they use. If projection problems are involved, the equipment dealer has been instructed to call in a technician from either National Carbon or Lorraine Carbon, if the exhibitor uses either company's product; or if sound problems are involved, to call in technicians from either RCA Service or Altec Service, if the exhibitor uses either company. Also cooperating in the Council's program are TESMA, SMPTE, and the IATSE.

Service Drops

(*Continued from page 1*)

of installing equipment in 26 theatres. The service had hoped, in fact, to have it installed in time for the Patterson-Johansson fight on June 25.

But Service officials have found the cost of equipment and line charges prohibitive, and will content themselves with portable equipment in five theatres. These theatres will be at Bolling Air Force Base, Washington, D.C.; Fort Myer and Fort Belvoir, Virginia; Pease Air Force Base, New Hampshire; and Fort Lewis, Washington.

William Pizor Dies

(*Continued from page 1*)

liest independent producers. He was also in the importing and exporting field and headed his own company, William Pizor Productions. He was a vice-president of Filmakers Releasing Organization. Survivors include his wife, Eleanor; a son, Irwin; brother, Lewen; and sister, Mrs. Ada Katlin. Interment will be at Roosevelt Cemetery in Philadelphia.

REVIEW:

Tarzan's Greatest Adventure

Weintraub-Hayuting—Paramount

HOLLYWOOD, June 17

EDGAR RICE BURROUGHS' spirit must be reclining on Cloud 9 with a wide grin of approval for the fresh concept given his jungle hero by the new Sy Weintraub-Harvey Hayuting producing organization.

Filmed against authentic, exciting African backgrounds with unusual camera positions, intriguing characterizations and suspenseful action brought into dramatic focus by director John Guillermin, who also collaborated on the crisp screenplay with Bernie Giler, this one emerges as the best Tarzan film in years; and is bound to attract a greater segment of the adult ticket buyers.

The Eastman Color printed by Pathe enriches the natural beauty and multi-colored vistas of the jungle to support Ted Scaife's camerawork in making this a pictorial treat.

The old format employing Tarzan's responsibility of a mate and son has been discarded by producer Weintraub. No more "Me Tarzan, you Jane" dialogue. Tarzan now speaks good English, and is transposed into "fresh bait" for the opposite sex. In this instance, attractive Sara Shane provides the romantic interest, but she can't take him with her, since his first and only love still remains the freedom of the jungle.

Adding stature to its box office potential are the character portrayals delivered by Anthony Quayle, as a ruthless killer and leader of a plan to re-open a diamond mine; Niall MacGinnis, as a near-sighted, pudgy, perspiring, ambitious diamond expert with a drooling eye for Scilla Gabel, Quayle's girl friend; and, not the least of which is the one by Gordon Scott who adds a big plus to his physical attributes as Tarzan with an opportunity to display good acting ability. Sean Connery and Al Mulock, as conflicting personalities in the Quayle group, supply additional performances of note.

BASED ON A STORY by Les Crutchfield, the action gets underway immediately as Quayle and his men, dressed as natives, steal some dynamite from a river settlement to be used later for blowing up rocks guarding the entrance to a diamond mine. A number of unarmed natives are killed in the raid, and Tarzan pledges revenge when he learns that Quayle, his old enemy, is responsible.

Miss Shane, whom Tarzan meets at the settlement when her plane is downed for repairs, is compelled to join Tarzan during his pursuit of Quayle, when the plane takes a nosedive after some playful runs over Tarzan's canoe in the jungle. From here in there are animal encounters, jungle hazards and stalking moves between Tarzan and Quayle's men. Connery is killed by one of Tarzan's arrows. Mulock dies in quicksand in a vengeful move against Connery. Tarzan is injured, and Miss Shane is captured when she attempts to steal aboard Quayle's launch for a first aid kit. Miss Gabel dies in a bamboo spiked trap intended for Tarzan.

MacGinnis sets Miss Shane free to further a greedy plan to do away with Quayle when the mine reopened. The plan backfires and he falls to his death in a mine shaft when Quayle crushes his eye glasses. Tarzan climbs a rock cliff for a fight-to-finish with Quayle. Quayle falls to his death in a wire noose contraption he planned to use on Tarzan.

Running time, 90 minutes. General classification. Release, in July.

SAMUEL D. BERNS

Fisher Zeitz Dead

BOSTON, June 17.—Funeral services have been held in New Bedford, Mass. for Fisher Zeitz, a partner in Zeitz Theatres Corp., who died after a lingering illness. He is survived by two brothers, Harry and Morton Zeitz, and two nephews and a niece.

Leshansky Leaves WB

HOLLYWOOD, June 17. — Larry Leshansky, coordinator of field sales activities for Warner Brothers, has terminated his association with the company. He will take a short vacation before announcing future plans.

Bosustow to N.Y.

HOLLYWOOD, June 17.—Stephen Bosustow, head of UPA Pictures will leave here tomorrow for two weeks of New York conferences with Columbia Pictures executives on the release of "1001 Arabian Nights," the studio's first full-length animation film.

Ingrid Bergman Signed

HOLLYWOOD, June 17. — Paramount has signed Ingrid Bergman to star in "A Child Is Waiting," to be filmed in England, produced by Norman Panama and Melvin Frank.

'Soldiers' Bo

(*Continued from page 1*)

Artists release, were given a re
welcome and a taste of old sou
hospitality. Sharing the spotlight
the Hollywood stars was co-pro
Martin Rackin and Wayne's son

Two premiere performances
tracting capacity audiences of
were held for the benefit of
tenary College of Shreveport,
received approximately $35,0(
opening night proceeds for its
ing fund.

Tonight's premiere was fol
by an all-night encampment
and plantation breakfast at the
veport Country Club. Wayne, H
and Miss Towers were guests of
or. Other highpoints of the pre
pageantry included the proclan
of the three stars as governc
three Louisiana parishes that se
from the Union as separate "s
of the Horse Soldiers Confeder
re-enactment of the historic ra
Newton Station as depicted i
film; and a colorful "Confe
Victory March" this afternoon
the direction of the Shreveport
ior Chamber of Commerce.

'Blue Denim' To Bo At Victoria Here

"Blue Denim" will have its
premiere at the Victoria Theatre
20th Century-Fox announced y
day. The picture will open I
July. Photographed in Cinema
it stars Carol Lynley and Brand
Wilde.

'Pennies' Premiere

(*Continued from page 1*)

as guests arrived, two bands, a
land combo and a military outfi
formed. The premiere was cover
NBC's Ray Heatherton, a W
commentator, NBC's Monitor, a
Armed Forces Radio Service.

A highlight of the evening w
honoring of Nichols by the Am
Federation of Musicians for his
decades of devoted service to
and musicians." The picture d
the life story of Nichols.

New Summer Hours

RICHMOND, Va., June 17. -
four Neighborhood Theatres
have announced new summer
effective now. Management say
Westhampton, Westover, Be
and Venus will open their do
12:45 P.M. daily and feature
run continuously through 9 P.M

Sidney Seeks Locati

HOLLYWOOD, June 17. — C
Sidney will leave here Mond
four-day location hunt for "Wh
that Lady?" which he will direc
Norman Krasna produce, as a
sark-George Sidney productio
Columbia. The film is schedul
go before location cameras in
York on July 6.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 85, NO. 117 NEW YORK, U.S.A., FRIDAY, JUNE 19, 1959 TEN CENTS

Drive-In Suit

rice-Fixing ot Proven, ıdge Rules

s Buena Vista Right to · Person Royalty Policy

Special to THE DAILY

OSTON, June 18.—Evidence pre- d in the action brought against a Vista by the Fresh Pond Open Theatre, Cambridge, Mass., in a seeking to play "Shaggy Dog" on than a per-person license basis not show a violation of the anti- laws, Judge Charles E. Wyzan- uled today.

denying the application of the -in for a preliminary injunction ıst the film company, Judge Wy-

(*Continued on page* 8)

TV Code Seals Are voked for Commercial

From THE DAILY Bureau

ASHINGTON, June 18.—Thirteen ision stations have had their tele- n code seal revoked for showing mmercial for an anti-hemorrhoid aration.

ıe action has been taken by the vision Board of Directors of the ɔnal Association of Broadcasters, he recommendation of the Tele- n Code Review Board. This gs to 21 the number of stations e code seals have been revoked

(*Continued on page* 10)

ınston Plans Visit Berlin Film Festival

ic Johnston, Motion Picture As- tion president, plans to leave here Berlin late next week to spend a days at the Film Festival there, schedule permits.

ınston may be in New York early week for MPAA conferences and bly consultations with American gress of Exhibitors officials con- ng a second meeting with dis- tor representatives.

EVISION TODAY — p. 10

COLUMBIA'S

"MIDDLE OF THE NIGHT"

BREAKS EVERY

OPENING DAY RECORD

FOR BOTH HOUSES

IN N.Y. DUAL PREMIERE

AT FORUM* AND

TRANS-LUX 52ND ST.!!

*formerly ODEON. (Adv't.)

WB's TV Income Seen $30 Million

By SAMUEL D. BERNS

HOLLYWOOD, June 18.—A greatly expanded television program for 1959 which will represent an income in excess of $30,000,000 and provide eight hours weekly network entertainment was announced for Warner Bros. here today by Jack L. Warner, president. He said the company's produc-

(*Continued on page* 8)

Col. Slates Three-Day Sales Meet Next Week

Columbia Pictures will convene an important three-day series of meetings of its top sales executives in the United States and Canada in New York on Wednesday, it was announced yesterday by Rube Jackter, vice-president and general sales manager.

The company's division managers will meet with Jackter and his top aides from the home office. Sessions will be held at the Savoy Hilton Hotel

(*Continued on page* 8)

Interhandel Threatens Fight to Halt Sale of Gov't Interest in G. A. & F.

By J. A. OTTEN

WASHINGTON, June 18.—Conflicting testimony on bills which would permit the Government to sell its controlling stock interest in General Aniline and Film Corp. was heard here today by a Senate Judiciary Subcommittee.

The Justice Department and Senator Keating (R., N. Y.) endorsed legislation to permit the sale of the government's 97 per cent stock interest, vested during World War II. But Interhandel Corp., the Swiss firm that is fighting to recover the vested stock, threatened court tests of any legislation permitting disposal.

Dallas S. Townsend, assistant attorney general, said that without legislation permitting the sale, the gov-

(*Continued on page* 11)

Starts July 1

Compo Offers B-B Records To Exhibitors

Hope for Wide Usage; To Charge $5 Per Record

The record of songs and selling jingles prepared for the industry's business-building campaign will be made available by Compo for all exhibitors to use on radio during the 13 weeks beginning July 1.

Decision for Compo to put the record to use was made by the Compo governing committee, consisting of Abe Montague, Sam Pinanski and Ben Marcus, and was announced yesterday by Charles E. McCarthy, Compo information director.

McCarthy said that Compo will pay approximately $3,000 to have new master records made and also to defray royalty charges by talent guilds for a renewal of a 13-week use of the record.

To recoup some of this expense, McCarthy explained, exhibitors will be charged $5 per record. The record

(*Continued on page* 2)

Exhibitors Silent on Telemeter Developments

Exhibitor organizations prominently identified with the opposition to pay TV were silent yesterday on Telemeter's plans to proceed with installations this fall and winter in the Toronto suburb of Etobicoke.

Theatre Owners of America headquarters said George Kerasotes, president, is en route from his Springfield, Ill., home to New Mexico for the

(*Continued on page* 10)

UA-ABC Fight Details On Closed Circuit Radio

United Artists and ABC-Radio took to the closed-circuit airwaves yesterday to broadcast details of the June 25 network coverage of the championship Patterson-Johansson heavyweight fight, which will be sponsored by the motion Picture, "The Horse Soldiers."

The 25-minute program was broad-

(*Continued on page* 10)

PERSONAL MENTION

DAVID A. LIPTON, Universal-International vice-president, will arrive in New York over the weekend from Hollywood.

•

LUIS SEVERIANO RIBEIRO, Jr., Brazilian exhibitor, has arrived in Hollywood from Rio de Janeiro.

•

JOSEPH HAZEN, business partner of HAL WALLIS, has arrived in Hollywood from New York for product conferences.

•

ALDEN SMITH, executive vice-president of Cooperative Theatres of Michigan, and MRS. SMITH have returned to Detroit from New York.

•

DOROTHY DANDRIDGE will return to New York from London tomorrow via B.O.A.C.

•

RICHARD GORDON, president of Amalgamated Productions, will leave here tomorrow for London, Paris and Berlin.

•

JULIUS EPSTEIN, producer, has arrived in New York from Hollywood.

•

FRANK PETRAGLIA, Buena Vista publicist, has returned to New York from Montreal.

•

MRS. AUGUST SERMO has given birth in Detroit to a boy. Father is manager of the Cinderella Theatre, a unit of UDT.

•

MEYER FINE, president of Associated Theatres, Cleveland, has returned there with MRS. FINE following a trip to Philadelphia to attend the graduation of their son, BRUCE, from the University of Pennsylvania.

'Ship' Breaks Records

WASHINGTON, D. C., June 18—Paramount's "Don't Give Up the Ship" has set a new opening-day gross record for a Jerry Lewis picture in Washington with $2,580 registered yesterday at the Metropolitan Theatre. At the same time, the comedy racked up a huge $1,106 at the Washington Ambassador, where it opened the same day.

'Head' Big $10,202

United Artists' "A Hole in the Head" rolled up a big $10,202 for its opening day at the Oriental Theatre in Chicago, it was announced by United Artists. The first day total was said to be the highest opening day gross for the theatre in over two years.

Compo Offers B-B Records

(*Continued from page* 1)

can be used during the 13-week period or any part thereof. Exhibitors, he said, will have to buy their own radio time.

In view of the great interest shown in the records by exhibitors who have heard the sample copy prepared by Donahue & Coe, the advertising agency retained to handle the business-building campaign, it is expected that a large number of exhibitors will avail themselves of Compo's offer.

At a meeting of the Compo executive committee held in New York May 13 Ben Marcus outlined a plan for the use of the record which also included use of spot announcements of current theatre attractions in connection with the institutional message of "Get More Out Of Life . . . Go Out To A Movie" which is the theme of the business-building record.

By releasing the record for July, August and September, Compo is putting the record to use in the same period for which it was originally designed, McCarthy pointed out. Radio audiences are at their peak during those months, it has been proved. If the records are widely used by exhibitors it is not unreasonable to believe, McCarthy said, that the audience reached will almost reach the size of the audience contemplated in the original industry campaign.

Greenthal and Murphy Cinema Golf Winners

Monroe Greenthal scored low net, with John Murphy registering low gross at the eighth annual film industry golf tournament held yesterday by the Cinema Lodge, B'nai B'rith at the Briar Hall Golf and Country Club, Briarcliff Manor. For these achievements, Greenthal took the Film Daily Trophy and Murphy the Cinema Lodge Trophy.

Smith, Fabian Runners-Up

Wilford Smith won the Joe Ornstein Gift as runner-up to Greenthal, while Ed Fabian, runner-up to Murphy, took the Jack Alicoate Prize.

Marvin Diskin came "Nearest to the Hole" followed by Myron Fineman and Joe Margulies. Most Improved Golfer was Ted Minsky.

Top, second and third places in the Driving Contest went to Arkie Trento, Dave Picker and Doug Yates, in that order. Leo Hoffman scored as the Best Putter, with the prize for Most Birdies going to Harold Nisselson.

Laurel for Alex Leslie

The dubious distinction of being Lousiest Golfer was accorded Alex Leslie.

Foursome winners were Ed Fabian, Fred Hyman, Don Klauber, Bill Aronstein, Herb Berg, Lou Fischler, Myron Fineman, Murray Strausberg, Dr. Arthur Epstein, Arthur Doyle, Irving Young, Jack Convery, Mort Zimmerman, George Dembow, Joe Margulies, Ed Grief, Robert Crane, Nat Strom, Wilford Smith, Hy Martin, Frank Damis, Sidney Burdick, John Wenish, Allen Smith, Elmer Hollander, Robert Sherman, Milt Hoffman, Arkie Trento, Ted Ebenstein, Sid Perle, Alex Duthie, James Kriegsmann, Dave Senft, Harry Pinstein, John Murphy and Sala Hassanin.

Prizes for top foursome and runner up, respectively, were donated by William German, Inc., and National Screen Service. These were in addition to the many awards contributed by some 50 of the industry's leading companies.

Approximately 160 golfers competed in the tournament, which was followed by a dinner attended by 250.

Rogers Hospital Named To Benefit from Show

Special to THE DAILY

ALBANY, June 18. — The date for WPTR's "Tower of Talent" at Hawkins Stadium in Menands has been changed from June 30 to July 1, and a co-beneficiary, the Will Rogers Memeorial Hospital in Saranac Lake, has been added.

Through the co-chairmen of the Rogers Hospital Special Activities Committee for the Albany exchange district, Duncan Mounsey, vice-president and general manager of the Schine-owned radio outlet, and Alan V. Iselin, owner of three area drive-ins, the institution will receive 20 per cent of the profits from the show, featuring top recording artists.

Albany Variety Club's Camp Thacher will have an 80 per cent cut. King and Queen of the "Tower of Talent" —by vote of WPTR listeners—will be Frankie Avalon and Connie Francis. Miss Francis, of MGM Records, was Queen last year, too.

PCA Certificates Given To 112 Features in '59

From THE DAILY Bureau

HOLLYWOOD, June 18.—A survey of certificates issued by Production Code Administration today show 112 feature films approved during first five and one-half months of this year.

Scripts are being submitted to PCA office at a faster pace, with 136 received by June 15, indicating an upswing in production during the latter half of the year. This figure is considerably higher than that for same period last year.

Texas Intersta In 'Best' Promoti

Texas' Interstate Circuit and J Wald, producer of 20th Century-F "The Best of Everything," have cluded arrangements for a prom for the attraction which will in the circuit's 81 theatres throug Texas for three months, ending L Day. A "Name Miss X" contes which theatre patrons will vot create the name of a new star appears in "Best" will be inaugur

Interstate has put up prize $5,000, an Oldsmobile convertible a trip to Beverly Hills for the wi

More than 2,000,000 ballots been printed for the contest, ac ing to Interstate officials. The originated with circuit vice-pres and general manager, R. J. O' nell, and was confirmed by Inte executive Raymond Willey on a to the 20th studios this week.

Several Media to Be Used

The circuit will display lobby ers, circulate heralds and partic in an extensive advertising, pub and exploitation campaign to fi new name for "Linda Hutchi currently the name of the young former before the cameras in "I

Currently, a special trailer is made at the studio, with Joan C ford—one of the stars of the production—introducing Miss H ings to Texas motion picture diences.

'Night' Sets Two Reco

Columbia's "Middle of the N broke two all-time opening day records with a big $7,542 gross dual premiere at the Forum Trans-Lux 52nd St. Theatres he Wednesday. The film grossed $ at the 800-seat Forum (formerl Odeon), an all-time high. At the seat Trans-Lux 52nd St. the op day take was $3,184, another mark.

State Books 'Head' H

"A Hole In The Head," st Frank Sinatra, Edward G. Rob Eleanor Parker, and Carolyn will open at Loew's State T here, July 15, following "Some It Hot."

NEW YORK THEATI

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
AUDREY HEPBURN
In FRED ZINNEMANN'S Production of
"THE NUN'S STORY"
A WARNER BROS. PICTURE
in TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "BONANZA"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News E Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

EVERYTHING'S ON THE *Upbeat* AT WARNER BROS.

In announcing Warner Bros.' production-distribution program I want to emphasize that the accent is on entertainment. We are producing and presenting motion pictures we are thoroughly confident people will want to see and which they will enjoy. ★ Our company is alert, progressive, in tune with today's dynamic pace. In forging ahead we build upon the substantial foundations of great stories, fine talents. ★ We are vastly encouraged by the present, very optimistic about the future. We believe motion pictures will play an ever more important part in enriching the lives of people throughout the world. ★ Our global organization is enthusiastically united in determination to continuously advance this company's proud tradition of leadership. ★ Everything indeed is on the *Upbeat* at Warner Bros.—and will continue on the *Upbeat!*

Jack L. Warner
President



WBIGNESS!

Thes
Thes
of th

Audrey Hepburn

in Fred Zinnemann's Production of

"The Nun's Story"



Co-starring Peter Finch

Technicolor®

James Stewart
Vera Miles
"The FBI Story"



A Mervyn LeRoy Production

Technicolor®

Audrey Hepburn
Maurice Chevalier

in Joshua Logan's Production of

"Fanny"



Technicolor®

Robert Mitchum
Deborah Kerr
Peter Ustinov

in Fred Zinnemann's Production of

"The Sundowners"



Technicolor®

"The Miracle"

Starring

Carroll Baker

Roger Moore • Walter Slezak
Vittorio Gassman • Katina Paxinou



Technirama® Technicolor®

"John Paul Jones"

Starring

Robert Stack • Marisa Pavan
Charles Coburn • Erin O'Brien

Guest Stars MacDonald Carey • Jean Pierre Aumont
David Farrar • Peter Cushing • Susana Canales

And a Special Appearance by Bette Davis as Catherine the Great



Technirama® Technicolor®

best-sellers! These hit plays!
original properties! Every program
past beat by the Upbeat studio!

"A Summer Place"

Starring

Richard Egan · Dorothy McGuire
Sandra Dee · Arthur Kennedy
Troy Donahue



Written, Produced and Directed by
Delmer Daves

Technicolor®

Clint Walker
Edward "Kookie" Byrnes
John "Lawman" Russell

in

"Yellowstone Kelly"



Technicolor®

"Cash McCall"

Starring

James Garner
Natalie Wood

Nina Foch • Dean Jagger
E. G. Marshall • Henry Jones



Technicolor®

"Hercules"

Mightiest of men! Mightily promoted!

Eastman Color by Pathe Dyaliscope

O. S. C. A. R. Film — GALATEA



"The Bramble Bush"

Starring

Richard Burton Barbara Rush
Jack Carson Angie Dickinson



United States Pictures Prod.

Technicolor®

Frank Sinatra
Dean Martin
Sammy Davis, Jr.
Peter Lawford

"Ocean's 11"



Technicolor®

...and all these in preparation right now!

"Tall Story" Joshua Logan's production of the current stage hit. Starring Tony Perkins.

"Guns of the Timberland" Starring Alan Ladd, Jeanne Crain, Gilbert Roland. Introducing Frankie Avalon. Jaguar Prod.

"Look Back in Anger" Starring Richard Burton, Claire Bloom, Mary Ure.

"Letter from Peking" Nobel and Pulitzer Prize winner Pearl Buck's latest best-seller.

"Rachel Cade" The best-selling novel by Charles Mercer.

"Moment of Danger" The novel by Donald Mackenzie. Starring Dorothy Dandridge, Richard Basehart, Trevor Howard.

"Claudelle Inglish" Sensational new novel by Erskine Caldwell.

"The Man They Couldn't Kill" United States Pictures Prod. The hunt-down of gangland's most vicious terror.

"Sunrise at Campobello" The hit play. Produced by Dore Schary.

"All God's Children" Important drama of today's youth. Ziv Prod.

"Return of the Soldier" Rebecca West's famous novel.

"Undercover Teacher" From the sensational newspaper headlines.

Edna Ferber's **"Ice Palace"** The big story of Alaska today!

"The White Rajah" From the book by the Ranee of Sarawak. To be produced in Indonesia. United States Pictures Prod.

"Captain Buffalo" John Ford's production of the sweeping novel.

- 30 - Starring Jack Webb. Powerful newspaper drama with a startling twist.

"Splendor in the Grass" Elia Kazan's production of the story by William Inge.

"Gold of the Seven Saints" Howard Hawks' production of the novel by Steve Frazee.

"The Marauders" The new best-seller. United States Pictures Prod.

"Parrish" Joshua Logan's production of the Literary Guild best-seller.

"The Magic Sword of King Arthur" Animated feature based on the beloved classic.

"Savage Streets" Starring Efrem Zimbalist, Jr. and Edward 'Kookie' Byrnes. The conflict between suburban residents and a teenage slum gang.

"The Crowded Sky" The best-seller by Michael Frost.

"The Dark at the Top of the Stairs" The hit play by William Inge

ONE WAY

The only way for you to go is UP 'cause

EVERYTHING'S ON THE *Upbeat* AT WARNER BROS.!

ligious Leaders Hit ss Media on Morals

committee of 104 New York City sters, priests and rabbis have sub- ed a report to Mayor Robert Wag- which holds newspapers, maga- s, radio and television to be con- tors in many ways to a decline he city's morals.

otion pictures were not singled in particular but newspapers were d to ban lurid advertisements for ion pictures. The report asked vision to reduce emphasis on crime violence.

The mass media industry, once scious of this parasitical presence s midst, must itself assume a re- sibility for eliminating these de- ng and degrading practices," the rt added.

ubdivisions of the main committee meet with city agencies and lia representatives to try to bring ut adoption of the committee's mmendations. It was stated the mittee favors self-discipline and drafting of moral codes rather a censorship.

ecord Attendance for C. Dinner Here Seen

The Heart Award dinner-dance of v York Variety Club No. 35, sched- d for Tuesday evening in the nd Ballroom of the Hotel Astor, gone over the top in the sale of ets and indications are that this be the biggest affair the New k tent has ever staged. Top in- try executives, along with Variety b International officers and famous sonalities of stage, screen, radio television will attend.

n addition to the "Hats Off to adway" pre-dinner cocktail party, ertainment and dancing will be vided during the dinner to the sic of Vincent Lopez.

Among the celebrities who will at- d will be Sessue Hayakawa, Tina nise, Monique Van Vooren, Her- one Gingold, Dolores Wilson, Ger- ine Page, Sidney Blackmer, Bess erson, Jack Russell, Greta Thys- , Dolores Gray and Andy Griffith.

ig Plans in Chicago or 'North' Premiere

MGM and Balaban and Katz have plans for the world premiere of red Hitchcock's "North By North- st" at the United Artists Theatre Chicago July 1 with key tie-ups l promotions, in addition to a big vertising campaign, to take advan- e of Chicago's prominence in the n. Much of it was shot there on ation.

The Ambassador East Hotel, which s never officially participated in a n promotion before, will be a focal nt for publicity. Since they are tured in key sequences, they will e a "Sky High Soiree" prior to e premiere in honor of director tchcock. Announcements about the n will be placed in all guest key xes in this hotel as well as in the mbassador West and the Sherman.

REVIEW:

Day of the Outlaw

Security—United Artists

TOP NAMES IN both cast and production lift this unusual western above the ordinary and give it better than ordinary potential at the box office. Robert Ryan, Burl Ives and Tina Louise, all strong marquee names currently, head the cast. Production is by Sidney Harmon and direction by Andre de Toth from a screen play by the skilled Philip Yordan.

Ryan is a rancher in the Wyoming Territory at the period of the first homesteading. Enraged when farmer Alan Marshall starts a barbed wire fence across the open range he heads for a showdown gun fight. But his motives are complicated by the fact that he has been in love with Tina Louise, Marshall's wife. The fight is interrupted at the last moment by the descent of Burl Ives, renegade Army captain, and a gang of desperate outlaws on the tiny hamlet.

The outlaws, as fearsome a crew as ever held up a bank or an Army payroll, hold the town in terror for two days while Ives forces the veterinarian to remove a bullet from his lung. While he is conscious he holds his men in check but both he and Ryan know that he cannot do so for long, alive or dead or dying. In a last desperate measure Ryan offers to lead the outlaws over the blizzard held mountains by a secret trail. Ives knows he is lying, and that they all will die on the trail but agrees to ride anyway.

Ives dies of his wound the first day out, the others kill each other off for shares of the plunder they are carrying, and the last two freeze to death in the snow while Ryan makes it back to town.

Interest is added by a sub-plot in which David Nelson, of the famed Nelson family, as one of the outlaws, falls in love with Venetia Stevenson, daughter of the hotel-keeper, and returns to her from the ill-fated ride.

Characterizations for the most part are valid and de Toth's direction keeps the interest at high peak. Ives, as the wounded and dying outlaw who maintains his tight rule over the wild outlaws by the force of his personality alone, is magnificent.

The references to Ryan's liaison with Miss Louise and the continuing ominous threat of the rape of the women of the town would seem to put the production in the class of "adult westerns."

Running time, 90 minutes. Adult classification. July release.

JAMES D. IVERS

Name Two Co-Chairman For Allied Convention

Special to THE DAILY

MILWAUKEE, June 18—Co-chairmen for national Allied's 1959 combined drive-in-indoor convention in Miami Beach, Fla., Dec. 7-9 were announced today by Ben Marcus, general chairman of the affair. They are Edward E. Johnson, president of Wisconsin Allied, who will act as co-chairman in charge of advertising and exhibits; and Sig Goldberg, Wisconsin Allied's national director, who will be co-chairman in charge of attendance and registration.

'Tarzan' Proves Hit

"Tarzan's Greatest Adventure," Paramount release, has opened to excellent business in cities in various sections of the country, according to reports received yesterday at the home office. In San Francisco, the Golden Gate Theatre recorded $2,320 for the film's first day, equalling opening-day business for "Houseboat," a top-grossing Paramount release. The Colonial Theatre in Harrisburg got its highest opening day gross for a Paramount picture in the last two years with the Tarzan film, which registered $1,112.

WB Delegates to Attend Studio Screenings Today

From THE DAILY Bureau

HOLLYWOOD, June 18.—A studio screening of "The Miracle," together with scenes from "Yellowstone Kelly," "A Summer Place," "The Bramble Bush," "Cash McCall" and "Guns of the Timberland," is on the agenda of tomorrow's activities for domestic and international delegates to Warner Bros. California Upbeat Cavalcade sales convention.

In the evening, a screening of Samuel Bronston's "John Paul Jones," plus several "77 Sunset Strip" and "Lawman" television films, will be held at the Burbank studio for delegates and executives from the 29 offices of Warner Bros. International Pictures.

Wompi Service Project

DENVER, Col., June 18. — Denver Chapter of Wompis made arrangements to bring a mobile X-ray unit to Denver Film Row this week. As service project, members of WOMPI distributed registration cards to all business houses on Film Row and then followed through to see that chest X-rays were taken.

National Pre-Selling

THE folk operetta, "Porgy and Bess," is a story of life, death and faithlessness in a Negro tenement called Catfish Row, located near the waterfront in Charleston, South Carolina. Samuel Goldwyn produced this Gershwin musical, with a superb cast using the Todd-AO photographic and Academy Award winning sound system.

"Life" dispatched photographer Gjon Mili to Hollywood, where "Porgy and Bess" was filmed, to make color photos of Sidney Poiter, Dorothy Dandridge, Pearl Bailey and Sammy Davis, Jr., as they acted out their parts in this splendid American musical. The result is a pictorial and word essay in the June 15 issue of "Life" that does justice to this beloved classic.

•

A striking ad on "Say One for Me" starring Bing Crosby, Debbie Reynolds and Robert Wagner appears in the June 6 issue of The Saturday Evening Post.

•

Harry Belafonte in "The World, the Flesh, and the Devil," plays the part of one of three American survivors of World War III. He wanders through the streets of a deserted New York. His voice calling for aid echoes hollowly off the buildings of Wall Street, his loneliness, his fear, his sorrow at the desolation about him, are vividly apparent in his face.

Richard Marek, writing in the June issue of "McCall's" says, "It is one of the most remarkable sequences in recent movies, both for the shots of New York without life, and for the versatility of Belafonte's acting."

•

Full page ads on "The Nun's Story," "Don't Give Up The Ship," "The Five Pennies," "Hercules," also half pages of "The Earth Is Mine," "Loving You," "A Hole in the Head," and a table of contents page ad on "For the First Time" appear in the July issue of "Seventeen."

•

Pat Boone, star of "Journey to the Center of The Earth," is the cover man on "T.V. Guide's" June 19 issue. In the same issue there is an interesting profile of this youthful musical star.

•

Highlights of a pictorial cover story which appeared in the June 8 issue of "Life" on "The Nun's Story," starring Audrey Hepburn were used on a special 40X60 sign in front of Radio City Music Hall one week ahead of the opening on June 18.

•

"Pork Chop Hill," the U.A. film that tells the story of one of the closing battles of the Korean War, is reviewed by Florence Somers in the June issue of "Redbook."

WALTER HAAS

Price Fixing

(*Continued from page* 1)

zanski said there was no anti-trust law violation in that Buena Vista did not impose any legal duty on the theatre to charge for children's admission to "Shaggy Dog" and there was no price-fixing, as a result.

Charges 'Subsidy' Sought

"What the plaintiff was seeking," he said, "is to have the film company subsidize the theatre's policy of never charging for children under 12."

"Yet," the judge added, "if the theatre owner wants to continue the policy he is free to do so by paying the bill out of his own receipts or making adults meet a higher admission fee. The plaintiff cannot by invoking the anti-trust laws make the film company forego its right to a royalty based on each person who sees the film."

The court further ruled that if evidence of an intent to fix prices is established at a later hearing then other legal points will become important.

McLaughlin to Press Suit

George A. McLaughlin, a co-owner of the theatre, who appeared for it at a hearing on Tuesday, said, "We are not going to play 'Shaggy Dog'. We are going to press the suit for treble damages based on the loss we will suffer by being denied the film on Buena Vista's terms. We intend to take the case right through the courts for a final ruling."

FEATURE REVIEWS

Elephant Gun

Rank—Lopert

Filmed principally on location in the Union of South Africa, this British import has ample scenic values, all in Eastman Color, to compensate for its stereotyped storyline which comes, by way of script writer Guy Elmes, from Joy Packer's novel, "Nor the Moon by Night."

Heading the cast is a quartet of attractive young people by the names of Michael Craig, Patrick McGoohan, Belinda Lee and Anna Gaylor. The two men, brothers, are African game wardens whose greatest problem involves portly Eric Pohlmann, a poacher of notorious temperament. The latter's young daughter, Miss Gaylor, is secretly in love with McGoohan, who, however, is expecting the imminent arrival of Miss Lee from England.

As fate would have it, McGoohan is away on business just at the time of Miss Lee's arrival. Craig is dispatched to meet her, and before long they are romantically involved, with McGoohan too busy tracking down the poacher to even worry about what has befallen his bride-to-be. Eventually things are straightened out so that Craig and Miss Lee can stay together, as McGoohan finally realizes that he has been in love with Miss Gaylor all along.

Interspersed with these romantic shenanigans are scenes of tribal customs and wandering animals which are synonymous with this type of outdoor film. In addition, there are several major scenes of human encounters with beasts at their wildest: Miss Lee is almost trampled by a stampeding elephant; McGoohan is mauled and chased up a tree by a pack of lions; and Pohlmann is eventually killed by his pet lioness.

This Rank Organization presentation was produced by John Stafford and directed by Ken Annakin. It is on a par with similar African dramas of like production and cast values, and should be exploited principally throught its authentic and exciting background.

Running time, 84 minutes. General classification. Release, in July.

WARREN G. HARRIS

Legend of Tom Dooley

Columbia

Set at the close of the Civil War, this action drama provides a suitable training ground for a group of young acting hopefuls headed by Michael Landon, Jo Morrow, Jack Hogan and Richard Rust. The principal marquee attraction, however, will be the title, which has also served the same function for a very popular song hit of recent months. It is sung behind the credits and throughout the proceedings by the Kingston Trio.

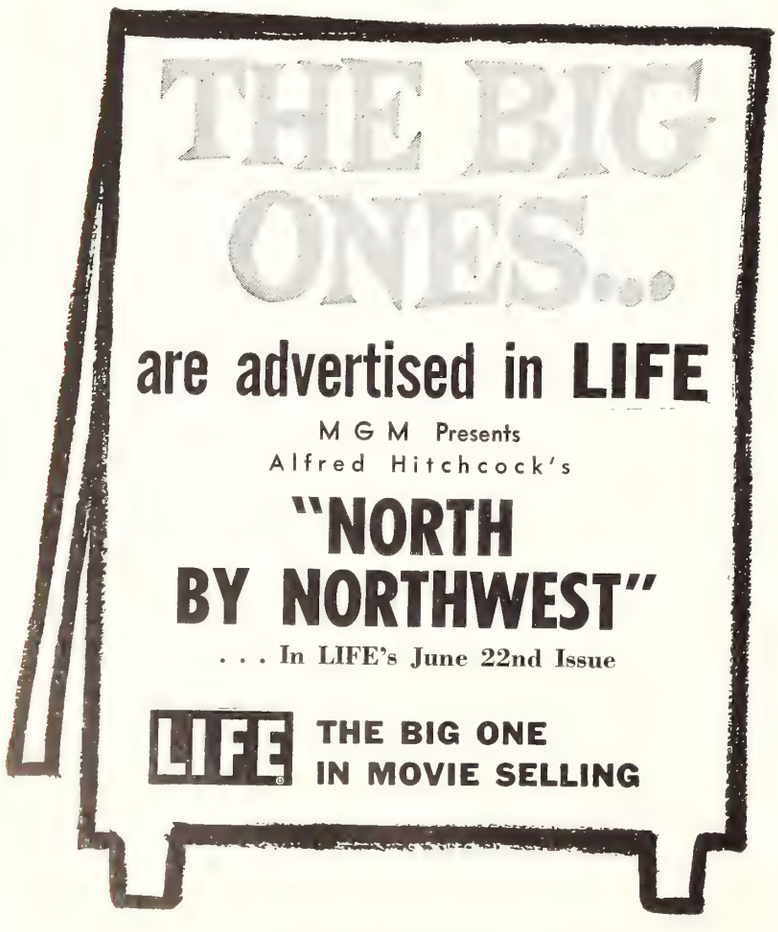
Landon, as the title character, is a Confederate soldier who, along with two companions, ambushes a Union stagecoach, unaware that the Civil War is over. Branded as murderers, the trio rides out to get Landon's girl, Miss Morrow, and then go into hiding somewhere in Tennessee. Word gets out that the three killers are in the neighborhood, and a gun battle ensues, in which one of them, Dee Pollack, is fatally wounded.

Driven out of town, the remaining duo splits up, Rust headed for Tennessee and Landon determined to make another try at getting to Miss Morrow, who is the object of Hogan's unwanted affections. This time, Landon is successful, and rides away with Miss Morrow. Soon after, Hogan is sworn in as a deputy sheriff, with orders "to shoot to kill." He brings Landon back alive, however, and the latter is sentenced to hang. Meanwhile, Rust, who has also been captured, pulls a fast-one and manages his own and Landon's escape, which eventually leads to their death. In this final scrape, Hogan and Miss Morrow are both killed, the latter accidentally, so that by the fadeout the fate of all the principals has been decided.

Directed by Ted Post and written and produced by Stan Shpetner, "The Legend of Tom Dooley" has more potential than it actually delivers. However, the picture generates a fair amount of excitement and keep most audiences interested, absorbed.

Running time, 79 minutes. G classification. Release, in June.

W.



Col. Meetin

(*Continued from page* 1)

on the three-day period of Jun 25 and 26.

Prime topics of discussion a top-level conferences will ir sales policies to be followed o summer and fall product line well as merchandising plans o current releases. The sales exec will also view several of Colu important forthcoming films.

WB's TV Income

(*Continued from page* 1)

tion of television films has ju 800 per cent in the past three

Warner's announcement of th vision program and an addre Benjamin Kalmenson, executive president, were the highlights day's session of the WB interna sales convention at the Amba Hotel here.

All Over ABC-TV

Ten series of wide-varied f will comprise the new TV pr All will be telecast over AB Warner stated, and will accou a substantial percentage of th work's night-time schedule. In in the 1959 program will be fou one-hour series and six series a established as high-rated n favorites. Of the latter, four ar hour shows and two are hal shows.

In relating the growth of th vision program developed und personal supervision, with Willi Orr as TV executive producer, V said. "Three years ago, al changes in the motion picture try, we entered the television p tion field, presenting a one-ho show over a national network. O vance to a position of leaders this field has been the result of effort. We have given this proj benefit of our soundest plannin widest experience and our full ergies."

Video Emphasized

Both Warner and Kalmenso phasized the growing part tel plays in the over-all Warner operation.

The new Warner series sch for fall viewing include "The kans," "Hawaiian Eye," "B Street Beat," and "Bronco." lished series to be continued i "Cheyenne," "Maverick," "77 Strip," "Lawman," "Sugarfoot "Colt .45."

Dr. Bunche MGM G

HOLLYWOOD, June 18. Ralph Bunche, under-secretary eral of United Nations, was gu Screen Writer Douglas Morrow on an informal tour of the MG dios. Accompanying Dr. Bunch his daughter Joan and son Ral

"Well, anyhow—Say One!"

Bing

Television Today

TV Code Seals

(*Continued from page* 1)

for showing ads incompatible with code provisions. In addition, 17 stations showing the anti-hemorrhoid commercial have resigned from the code.

The NAB said 270 stations now belong to the code system, compared with 306 as of March 1.

Series on Britain Seen Over 81 Stations Here

"Topic," an informal interview series designed to acquaint American television viewers with the British way of life, has now been presented by 81 stations here, according to the office of Rodney Chalk, director of the radio and TV division of the British Information Services, New York.

The series, comprised of 13 episodes each running 15 minutes in length, is offered free to TV stations, and has been scheduled in both "A" and "B" time periods. There are three instances where stations have run through the complete series a second time, in answer to the response of viewers.

With each interview in the series conducted by the husband and wife team of Joan and Julius Evans, subjects covered include the British theatre, the political scene, and the prevailing educational system. There are also visits to such points as Coventry, London and Northern Ireland. A complete promotional kit on the series, containing station announcements, tune-in ads and scene stills, is available from BIS.

Hearings July 7 on Network Practices

From THE DAILY Bureau

WASHINGTON, June 18. — The Federal Communications Commission said it would start public hearings in New York City July 7 on television network practices in selecting TV programs.

The hearings, to be held before chief examiner James D. Cunningham, are part of the long-term FCC television network study. Program selection practices are a phase that the so-called Barrow staff study never had time to probe deeply, and the FCC promised to go into them more closely later.

Among the subjects to be studied are the extent to which the networks control TV programs, the extent to which they exclude independent programs, the extent to which they demand financial interests in independent programs in return for showings, and the like. Network officials, ad agency representatives and others will be heard.

TV Film on Atlantic Cable Shown on NBC

The first television film to be transmitted across the Atlantic Ocean by telephone cable for broadcast in the United States was presented in a special program on the NBC-TV Network last night. The film on the history-making experimental telecast was transmitted from London with equipment developed by the British Broadcasting Corp. Within about two-and-a-half hours of the event, it showed to American viewers the departure of Queen Elizabeth from London Airport on her way to join President Eisenhower in the dedication of the St. Lawrence Seaway on June 26.

Demonstration Included

About one minute of the London-originated film was shown during the 15-minute program, which also included a discussion and demonstration of the new equipment. The program originated in Montreal and was fed by the Canadian Broadcasting Corporation to the NBC-TV Network at Toronto.

Sherwood Award Goes to Playhouse 90 Drama

First prize money of $5,000 in the fourth annual Robert E. Sherwood Television Awards competition went to "Made in Japan," a Playhouse 90 drama, it was announced here by Mrs. Eleanor Roosevelt. Mrs. Roosevelt, representing the Sherwood Awards jurors, presented at the Plaza Hotel cash totaling $14,000 to seven shows which the jurors voted dealt most dramatically and effectively with the subjects of freedom and justice.

The awards, largest offered to the TV medium, were established in 1955 by the Fund for the Republic in honor of the late Pulitzer Prize playwright. A second prize of $2,500 was awarded to "Twenty Cent Tip" of the Loretta Young Show on the NBC-TV network.

Disney Will Produce 'Little League' for TV

From THE DAILY Bureau

HOLLYWOOD, June 18. — As one of his top projects for the 1959-60 season of "Walt Disney Presents" on ABC-TV, Walt Disney will produce "Moochie of the Little League," a two-part story about junior baseball to be directed by William Beaudine and starring Kevin Corcoran in the title role.

Nine-year-old Kevin will play Moochie Sutter, a typical American kid who helps push his Little League team into the national tournament. "Moochie" is written by Ellis Marcus. Filming is scheduled to start on Monday.

'Equal Time' TV Issue Up to Congress: FCC

From THE DAILY Bureau

WASHINGTON, June 18. — The Federal Communications Commission said it was up to Congress to decide whether political candidates should be guaranteed equal time on radio and TV newscasts.

The commission is under fire for holding that all candidates are guaranteed such time. Earlier this week, the commission reaffirmed this policy.

Testifying before a Senate Commerce Subcommittee today, Chairman Doerfer said the problem of changing the present law is "a fundamental matter of legislative policy for the judgment of Congress." He presented language which would change the law, "if Congress wanted" but warned that the change would give rise to "serious legal and administrative problems."

Doerfer for Change

Doerfer said he personally favors changing the law and letting stations proceed at their own risk. He said the FCC should retain full authority to crack down on stations which were unfair in their presentation of political news.

Senator Holland (D., Fla.) urged his bill to exempt newscasts from the "equal time" requirement. Sen. Hartke (D., Ind.) urged his bill which would also exempt documentaries, panel shows and similar programs.

CBS president Frank Stanton supported the Hartke bill, warning that if present law is not changed, "we will have no choice but to turn our microphones and cameras away from all candidates during campaign periods. For the first time in American history so far as I know, there will be a federally-enforced blackout on full electronic news coverage on grounds which have nothing to do with national security."

Podhorzer Leaves for Germany on Buying Trip

Munio Podhorzer, president of United German Enterprises and U.S. representative of the Export Union of the German Film Industry will leave here tomorrow aboard a Lufthansa plane to attend the International Film Festival in Berlin.

Podhorzer who is also head of Casino Film Exchange will screen many German films while overseas, for the purposes of selecting product for distribution in the U. S.

Change Dinner Location

ALBANY, N. Y., June 18. — The testimonial dinner for Ed Segal, Warner Bros. Albany branch manager transferred to the Boston exchange, effective June 29, will be held in the Imperial Room of the Thruway Motel at Albany, instead of at the Colonie Country Club in Colonie, June 22. There will be swimming facilities for early arrivals. Herb Gaines, new WB branch chief, will receive a welcome at the same time.

UA and AB

(*Continued from page* 1)

cast from New York yesterday noon to 340 ABC affiliates throug the country. Invited to listen in t proceedings at each location wer members of the local UA exch and area exhibitors.

James Velde, UA general sales ager, and Roger Lewis, nationa rector of advertising, publicity ar ploitation, took up the first part program, pointing out that UA purchased sponsorship of the figh cause it would reach "an aud where there is a natural interest' picture of the type of "The Soldiers." In case the fight comes early conclusion, Lewis said, "we something exciting to fill."

Lewis told exhibitors listenin that "The Horse Soldiers" ha benefit of the biggest campaign has ever undertaken, while Velde ed that most of the theatre peop has spoken with recently feel picture "is going to be the b grosser of 1959."

Following Lewis and Velde nouncer George Sax filled listen on the promotional effort bein voted by ABC to the fight broa Each affiliate will receive a sp promotional kit, containing spo nouncements and other material. William Holden and John W stars of "The Horse Soldiers," taped a total of eight spots, which were aired during yeste broadcast. In addition, there a terview blurbs conducted with H son and Johansson at their resp training camps.

Exhibitors Silent

(*Continued from page* 1)

convention next week of the T affiliate there and hence would no comment.

Philip Harling, co-chairman o Joint Committee on Toll TV, wa of town and could not be reache comment.

Meanwhile, in Canada, J Strauss, president of T.O.A.'s dian affiliate, is organizing oppo to pay TV in the Dominion to b dressed to both public and go ment. Prints of the T.O.A.-spon film, "Toll TV—What It Mea You," have been shipped to S and will be made available to T tions and civic groups throu Canada in an effort to solidif position to toll TV, as was done

Although Telemeter press nouncements said Etobicoke w lected for the first installation cause it is a "representative Can community" the Wall Street J yesterday said it was learne suburb has the highest per income in Canada.

The newspaper's account als that at a Toronto press confe J. J. Fitzgibbons, head of F Players Canadian, which has the meter rights in Canada, was as pay TV would be profitable.

"If it isn't," the paper Fitzgibbons, "there'll be a ne in my chair next year."

PEOPLE

ank **Comerford Walker** has an-ced the removal of his New York to 47 East 77th Street.

□

Henry R. MacLeod has been ed chairman of the Nova Scotia d of Censors and head of the re inspection branch. He suc-s **S. A. Doane,** who retired be-e of illness.

□

ol W. J. Baird, U.S.A. (Ret.), has named general manager of the ed Forces Communications and tronics Association. In his new a newly-created position, he will on duties in addition to his pre-position as editor of Signal, the ial monthly journal of the AFCEA.

□

arold W. Giles has been named laging director of Confederation isements, Montreal, succeeding the **John G. Ganetakos.**

□

. M. Ellis, head of the A. M. Ellis atres in the Philadelphia area, has n named to the board of directors he Philadelphia Country Town, a ion-dollar housing project, to be blished in Israel.

□

im Diamond, 20th Century-Fox ch manager in Philadelphia is brating his 50th birthday on June The branch is celebrating with a n Diamond Week" in his honor.

□

mes Stewart has been elected a tee of Princeton University for a -year term.

□

nthony Reinman, veteran industry nber, has been promoted from as-nt booker to head booker and e manager at the Cleveland ex-nge of United Artists. He suc-ds **George Bressler,** who died sud-ly recently of a heart attack. ing over in second booking place **onald Sparks,** who has been book-for Universal and Co-operative atres of Ohio.

□

Max Chasens, who had been gen-booker and film buyer for the rge A. Hamid Theatres, Atlantic , N. J., until they were sold ear-this month, has turned theatre ner for himself for the first time. has taken over the operation of Capitol, reopening the house this k after renovations.

□

ames A. FitzPatrick, of Platts-gh, N. Y., who has served as coun-to the Joint Legislative Committee Offensive and Obscene Material e retiring from the Assembly (he ded the committee for several rs), is one of 12 members ap-nted by Gov. Nelson A. Rocke-er to the reactivated State De-se Council.

□

ack Micheletti has been appointed stant manager of the Paramount eatre, Denver. He is the son of **James Micheletti,** salesman for MGM Denver branch.

□

Alvin H. Dorsky has leased his Commodore Theatre, neighborhood house in the West Philadelphia sector, to the Karol Evangelistic Association, Inc., for church use.

□

Harry Freeman, who had been director of advertising and publicity for the Fox, Philadelphia, until he left earlier this month, has become publicity director for the first-run Arcadia in that city.

□

Joe Lee, retired after 34 years as branch manager in Detroit for 20th Century-Fox, was honored there at an afternoon party given by **Robert C. McNabb,** formerly branch manager in Des Moines, who replaces him.

□

Joseph Fisher, the new owner of the Tioga, Philadelphia neighborhood house, has changed the name to the New Tioga and has installed James Johnson as house manager.

Wometco Expands; Buys Cigarette Vending Co.

Special to THE DAILY

MIAMI, June 18.—Wometco Enterprises, Inc., today announced the purchase for cash the assets of Allstate Cigarette Service, Inc., of Southeast Florida. The price was not revealed. Wometco's subsidiary, Wholesale Vending Corporation, will operate the cigarette vending machine routes in Dade and Broward counties formerly belonging to Allstate, effective immediately.

"This acquisition is but a step in our expressed intention to expand our food and cigarette vending machine business," Mitchell Wolfson, Wometco president, said.

Stock Issued in April

Wometco Enterprises, Inc., owner of WTVJ (TV) here, WLOS-TV in Asheville, N. C., 20 per cent of WFGA-TC in Jacksonville, Fla., a chain of South Florida theatres and confections and food vending businesses, issued stock to the public in April of this year, underwritten by a group headed by Lee Higginson Corp. of New York.

Meanwhile, company officials reported that Wometco's original stock offering was purchased by 1,454 stockholders in 30 states and two foreign countries.

The largest number of Wometco stockholders are located in the company's home state of Florida, followed in order by New York, Illinois, California, Virginia, Massachusetts and Ohio.

Dividend Checks Mailed

Stockholders received dividend checks this week of 17½ cents per share for the 325,000 outstanding shares of Class A common stock. Wometco officials have declared the intention of considering quarterly the matter of dividends, and will meet later this month regarding a dividend to be paid Sept. 15 to stockholders of record as of Sept. 1.

'Night,' 'Bravo' Set For Holland Festival

Special to THE DAILY

ARNHEM, Holland, June 18.—Two American films, "Middle of the Night" and "Rio Bravo," are among those selected to be shown at the International Film week here which starts tomorrow and continues through Wednesday.

Britain will be represented by "Room at the Top," and other entries include "Nara Livet" (Swedish), two from Germany, "Hunde Wollt Ihr Ewig Leben" and "Solange Das Herz Schlagt," and five from France, "Les Quatre Cents Coups," "Goldene Berge," "Les Cousins," "L'eau Vive,' and "Orfeu Negro."

Short subjects will also be shown. The festival will take place in the Rembrandt Theatre, with some special performances scheduled at an open-air theatre.

'Say' in Boston Record

20th Century-Fox's "Say One For Me" opened at the Memorial Theatre in Boston yesterday to the biggest opening day gross—$6,569—in Boston in five years, topping "Peyton Place" and "A Farewell to Arms." Other openings yesterday, according to theatre reports, were also outstanding, ahead of the top 20th attractions in recent years. Typical figures: Wisconsin, Milwaukee: $1,367; Paramount, Nashville: $1,071; and Florida, Jacksonville: $1,396.

Downing Sees Record Take For 'Nun's Story' at M.H.

"On the basis of mid-afternoon figures, it appears as if the gross for the opening day of 'The Nun's Story' will equal or exceed that of any opening day in the history of the Music Hall," it was stated last evening by Russell V. Downing, president of Radio City Music Hall, who reported that ticket sales for the Warner Brothers film at that hour, had reached the $27,000 mark.

GA&F Interest

(*Continued from page* 1)

ernment "may be compelled to continue G.A.F. ownership indefinitely." He promised that the stock would be offered at public sale to the highest bidder, after full and adequate public advertisements.

The committee postponed the hearing of testimony by attorney Harold Leventhal, speaking for seven film companies in an appeal to Congress to repay these companies for rental income realized by the Japanese government on their films seized in the Philippines during World War II. The Leventhal testimony will be heard next week at a time still to be selected.

Leventhal represents Columbia Pictures, Loew's, Paramount, RKO, 20th Century-Fox, United Artists and Universal.

VARIETY CLUB
OF NEW YORK

INTERNATIONAL
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DINNER-DANCE

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FOR ALL OF SHOW BUSINESS

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Grand Ballroom
HOTEL ASTOR
New York City

Tickets, $12.50 Informal

For Reservations, Phone BRyant 9-7117



DOUBLE SPEED: BETTER COLOR BALANCE!

APRIL, 1959: Kodak makes history with a new 35mm Eastman Color Negative Film. Not only is this new commercial negative *twice as fast*, but, it has better color balance and the *same fine grain!*

Thus, Kodak accentuates up to its promise . . . Motion picture films for every purpose. Branches at strategic centers. For technical details, inquire . . .

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.,** Agents for the sale and distribution of Eastman Professional Motion Picture Film, Fort Lee, N.J.; Chicago, Ill.; Hollywood, Calif.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 85, NO. 118 NEW YORK, U.S.A., MONDAY, JUNE 22, 1959 TEN CENTS

Compo to Demonstrate

3-B Record To Be Shown In 35 Cities

Will Ship Sample Copies to Exhibitors and Ad Men

Demonstrations of the industry's business-building record of songs and jingles will be given to exhibitors in 35 key cities, it was announced at the week-end by Charles E. McCarthy, information director of COMPO, which is having the records manufactured for sale to exhibitors at $5 a copy.

McCarthy said sample copies of the record, as it has been prepared by Donahue & Coe, advertising agency for radio use, will be shipped later this week to exhibitors and theatre advertising men in the 35 cities with a request that they have the record played for groups of exhibitors in their areas. Letters asking that these demonstrations be held, McCarthy said, have been sent to the following:

Albany exchange area — Seymour Morris, Schine Theatres, Gloversville;

(*Continued on page 2*)

'U' Net Profit $331,310 For 13-Week Period

Universal Pictures Co. earned a profit on ordinary operations of $331,310 for the 13 weeks ended May 2 this year as compared with a loss of $92,349 for the same period in 1958, the company reported at the weekend.

For the 26 weeks to May 2 this year Universal had a consolidated net

(*Continued on page 4*)

Exotic Safari to Start 'Mummy' 30-City Tour

By WARREN G. HARRIS

An exotic promotional safari, headed by an Egyptologist from Great Britain, a curvaceous starlet from South Rhodesia, and a mummy from the 18th or Armana dynasty, will

(*Continued on page 4*)

TELEVISION TODAY—page 5

20th-Fox to Promote New Stars In Series of Special 'Featurettes'

Exhibitors throughout the country will be supplied with a series of "new star featurettes" by 20th Century-Fox, according to an announcement at the weekend by general sales manager Alex Harrison. The first of these trailers, available immediately, is one starring Carol Lynley of 20th's "Blue Denim" and "Holiday for Lovers."

The featurettes, according to Harrison, will be produced regularly, calling attention to the young stars of the future. May Britt, star of 20th's "The Blue Angel," will be the next player featured in short subjects.

"We feel that this is the most valu-

(*Continued on page 2*)

Changes Made by NSS In Managers, Salesmen

Burton E. Robbins, vice-president in charge of sales for National Screen Service Corporation at the weekend announced managerial changes, due to retirement of several of the National Screen branch managers.

Charles Lester, long-time Atlanta branch manager, is retiring on July 6. He will be succeeded by Atlanta salesman George Tarrant. Cleveland salesman Irving Marcus becomes Pittsburgh branch manager the week beginning June 29, succeeding Perry Nathan, who is retiring.

Ben Ashe, presently assistant gen-

(*Continued on page 6*)

Williamsport Cable Co. Now Operated by NT

From THE DAILY Bureau

LOS ANGELES, June 21.—Charles L. Glett, vice-president of National Theatres, Inc., on Friday announced that National Theatres has commenced operation of the Williamsport TV Cable Corp. in Williamsport, Pa.;

(*Continued on page 5*)

Test Planned in New Ruling on Sunday Films

Special to THE DAILY

SPARTANBURG, S. C., June 21.—The State Theatre here, owned by Sam Erwin, at the weekend planned to open on Sunday in a new test of the state "blue laws."

Plans for the test were made after the state attorney general ruled that a sheriff has no legal authority to close

(*Continued on page 5*)

Objects to Procedure, Rejects ASCAP Decree

Federal Judge Sylvester J. Ryan on Friday declined to accept the proposed consent decree worked out by the Department of Justice and ASCAP on the grounds that he was not prepared for it and there has

(*Continued on page 6*)

WB Foreign Delegates Remain for Sessions

From THE DAILY Bureau

HOLLYWOOD, June 21. — Representatives from 29 Warner Bros. foreign offices, who attended the company's three-day international sales convention here last week, are remaining through Tuesday for additional sessions. They will attend studio screenings of "John Paul

(*Continued on page 6*)

ITOA Hits 'Special' Releasing Patterns

A resolution condemning special release patterns for certain pictures has been passed by the board of directors of the Independent Theatre Owners Ass'n. here. The board said it plans to take steps to prevent release of future feature films by this method.

The resolution mentions the treatment of three films in particular—"The

(*Continued on page 6*)

Col. Gets Full Stock In Canadian Company

Columbia Pictures has acquired the outstanding 50 per cent of the common stock of Columbia Pictures of Canada, Ltd. from the Premier Operating Corporation, it was announced by A. Schneider, president of Columbia Pictures. Principal stockholders of the Premier Operating Corp. are Louis Rosenfeld, president of Columbia Pictures of Canada, Jule Allen, and Herbert Allen.

Schneider also disclosed that the

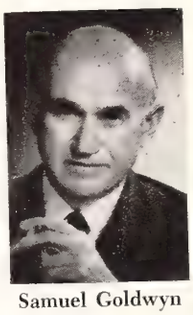
(*Continued on page 6*)

Hits Talent Terms

Still Too Many Films, Theatres Goldwyn Says

Plugs for Quality Based On Sound Story Values

Samuel Goldwyn, whose new production, "Porgy and Bess" will have its world premiere at the Warner Theatre here Wednesday, told a press conference at the Sherry Netherland hotel here on Friday that he still believes too many pictures are being made and that there still may be too many theatres, at least too many that are poorly maintained.



Samuel Goldwyn

The veteran producer was equally

(*Continued on page 4*)

Goldwyn Not Ready to Sell Backlog to TV

Samuel Goldwyn has no deal for sale of his film backlog to television in work at this time.

"I'm wating for the right time and the right offer," Goldwyn replied to a press conference question on Friday. "It seems the longer I wait the more valuable my pictures become."

He has disposed of some of his old

(*Continued on page 4*)

'Porgy and Bess' Profits To Charity Foundation

Samuel Goldwyn won't make five cents personally on "Porgy and Bess" if it's a success. All profits of the picture he financed himself have been assigned to the Goldwyn Foundation, he said, which provides scholarships to writers and others, fellowships to physicians and researchers, and aids numerous charities.

PERSONAL MENTION

WILLIAM GOETZ returned to New York from London on Saturday via B.O.A.C.

•

J. R. GRAINGER, president of Inter-Continent Releasing Organization, was in New Orleans last week from New York.

•

BUDD GETSCHAL, president of the Getschal Co., advertising agency, left here on Friday for Los Angeles, where he will establish a Coast office.

•

SAM NATHANSON, partner in Motion Picture Distributing Corp., has arrived in New York from the Coast.

•

W. WELLS, program manager for the Australian Television Network, arrived in New York on Saturday from London via B.O.A.C.

•

FRED ZINNEMANN, director, left New York on Friday for Detroit.

•

H. T. BUTLER, owner of the Forest Park Theatre, Forest Park, Ga., has left there with his family for a vacation at Daytona Beach, Fla.

•

EARL AVERY, operator of the Phoenicia Theatre, Phoenicia, N. Y., was in Albany from there.

•

MARTIN GANG, film attorney, has left here for London via B.O.A.C.

•

JAMES C. FREW, Southern district manager for Continental Distributing, Inc., Atlanta, was in New Orleans from there.

WB Dividend 30¢

BURBANK, Calif., June 21.—The board of directors of Warner Bros. Pictures, at a meeting here Friday, declared a dividend of 30 cents per share on the company's common stock, payable Aug. 5, to stockholders of record July 17.

SHOWMEN WANTED!

Increase your Concession Sales to an all-time high with 4 Brand-New Full-Color Animated and Narrated Intermission-Time BLOCKBUSTERS from:

NATIONAL SCREEN SERVICE

TOPS IN TRAILERS!

B-B Record to Be Shown

(*Continued from page* 1)

Boston—Benjamin Domingo, RKO Memorial Theatre; Buffalo—Edward Meade, Shea's Buffalo Theatre; Cleveland—Frank Murphy, Loew's State Theatre; Columbus area—Ed-McGlone, RKO Palace Theatre.

Chicago—Edward Seguin, Balaban & Katz; Cincinnati—Joseph Alexander, RKO Albee Theatre; Dallas—Kyle Rorex, 2013-A Young Street; Denver, Pat McGee, 2245 Kearney Street.

Des Moines—Don Knight, Tri-States Theatre Corporation; Detroit—Fred Sweet, Telenews Theatres; Indianapolis—Ken Prickett, Allied Theatre Owners of Indiana.

Jacksonville—Walter Tremor, Florida State Theatres; Kansas City—Darrell Presnell, Fox Midwest Amusement Corporation; Los Angeles—Mrs. Ida Schreiber, Southern California Theatre Owners Association; Memphis—Robert K. Hosse, Crescent Amusement Company, Nashville.

Minneapolis—Everett Seibel, Minnesota Amusement Co.; New Haven—Albert Pickus, Stratford Theatre, Stratford; New Orleans—Asa Booksh, RKO Orpheum Theatre, New Orleans.

Oklahoma City—Paul Townsend, Midwest Theatre, Oklahoma City; Omaha—George Caughan, Cooper Foundation Theatres, Lincoln, Neb.; Philadelphia—Everett Callow, Stanley Warner Management Corporation.

Arizona—George Aurelius, Arizona Paramount Theatre, Phoenix; Pittsburgh—Henry Burker, Stanley Warner Management Corporation; Salt Lake City—John Krier, Intermountain Theatres, Inc.

San Francisco — John F. Parsons, 930 Market Street; Seattle — Fred Danz, Sterling Theatres; St. Louis—Robert Johnson, Plessner & Johnson advertising agency.

Washington, D. C.—Jack Foxe, Loew's Capitol Theatre; Baltimore—Jack Whittle, 106 LaPaix Lane, Towson, Md.; Richmond, Va.—Carlton Duffus, Virginia Theatre Owners Association; Milwaukee—Ben Marcus, 127 East Silver Spring Drive; Charlotte, N. C.—Ernest G. Stellings, Stewart & Everett Theatres; Portland, Ore., area—Rex Hopkins, Orpheum Theatre.

Drive on in Detroit For Business Building

Special to THE DAILY

DETROIT, June 21.—Forecasts carried in MOTION PICTURE DAILY became a reality on Friday when metropolitan exhibitors of Detroit launched the start of a $100,000 six-month business-building campaign. "tom thumb" will have 63 spots on three TV channels, mornings and afternoons, on kiddie shows. "The Mating Game" will be sold on radio, using three stations. Participating theatres will be mentioned.

Display in All Papers

In addition, the film directory, display is being used in all papers.

Fourteen second runs, 14 drive-ins, seven pre-keys and nine keys totaling 44 will participate. The campaign is under the direction of Robert Solomon of Solomon-Sayles Productions.

Other films scheduled for promotional effort include "Pork Chop Hill," "Alias Jesse James" and "Rio Bravo."

'Head' Previews Slated

United Artists will preview "A Hole in the Head" for some 4,000 women at special invitational screenings held simultaneously at the Loew's Sheridan in New York and the Loew's Kameo, Brooklyn, on Wednesday morning. The special showings, promoted via the Martha Dean radio program, will be hosted by Eddie Hodges, 12-year-old actor, who makes his debut in the Sincap Production, and featured player Connie Sawyers.

20th-Fox to Promote

(*Continued from page* 1)

able free attraction any exhibitor could have," Harrison said. "We're all in the business of building new stars and here is a solid, concrete way to help build them."

20th's program of youth, begun by president Spyros P. Skouras and developed at the 20th Century-Fox studios by executive producer Buddy Adler, is also highlighted by the company's talent school—the only one of its kind in the motion picture industry—in Hollywood.

Stars, who are possibilities for "new star featurettes" are: Barry Coe, Barbara Eden, Christine Carere, Hope Lange, Suzy Parker, Diane Baker, Millie Perkins, Gary Crosby, Warren Berlinger, Bradford Dillman, Stephen Boyd, Barrie Chase and Stuart Whitman.

'Denim' in Festival

Twentieth Century-Fox's "Blue Denim" has been selected as an entrant in the Stratford, Ontario, Film Festival which begins in the Canadian city on Aug. 24 and runs through Sept. 5. The festival, part of the world-renowned Stratford International Festival, is sponsored by Canada's film critics. Films from more than 20 nations will be shown.

'Possessors' to the Paris

"The Possessors," Lopert Films release starring Jean Gabin, will have its American premiere engagement at the Paris Theatre here following the current run of "Women Are Weak."

Big Build-Up Set For New Star Fabian

An advance build-up, compara in scope and penetration to the given Elvis Presley prior to "L Me Tender," is planned by 20th C tury-Fox for the newest teen-age Fabian, who is in Jerry Wald's for coming "The Hound Dog Man."

The campaign, under the direct of 20th Century-Fox vice-presid Charles Einfeld, received national petus last night when the singer peared on Ed Sullivan's top-ra CBS-TV variety show. Next Sun Fabian appears on the ABC-TV D Clark spectacular. On next wee show, as well as on the Sullivan p gram last night, the Wald producti was given full credit.

Simultaneous with a cross coun tour, which will bring Fabian to C fornia next month to begin filming "The Hound Dog Man," a barrage publicity and exploitation will be c tered around his visits to such cit as Atlantic City (including an appe ance at the Steel Pier), Detroit, C cinnati, Chicago and Milwaukee.

Segal, Finberg, Woolf Third Lap UA Winner

Harry Segal, UA branch mana in Boston; Jack Finberg, UA bra manager in Cincinnati, and Ha Woolfe, UA branch manager in V couver, are the third lap winners United Artists' "Roaring Forti Anniversary Sales Drive," it was nounced by co-captains James Velde, general sales manager, Roger H. Lewis, national director advertising, publicity and exploitati

Winning district manager of third phase of the campaign is Jan Hendel, United Artists central trict manager. UA's Jacksonville, C cinnati and New Haven branches, by branch managers Byron Ada Jack Finberg and Irving Mendels are leading their respective divisi in the overall standings in the 16 week of the drive.

Sophia Loren to Atten 'Woman' Bow in Berli

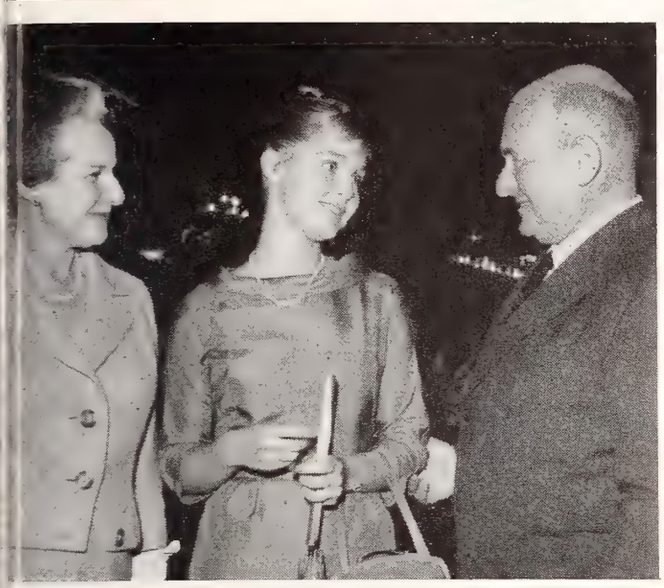
Special to THE DAILY

VIENNA, Austria, June 21.—Sopl Loren, who is starring in Paramoun "Olympia," being shot here, will tend the International Film Festi on July 4-5 in West Berlin. While Berlin, Miss Loren will also be t guest of honor at the world premi of Paramount's "That Kind Woman," in which she plays the lea ing role. She will be accompani by her husband, Carlo Ponti, on h short trip to Germany.

Mayor Willy Brandt, of West Be lin, will escort the actress on July on a tour of the city.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wash ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in th principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefelle Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-Pres dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

HOLIDAY EXCITEMENT AT 'HOLIDAY' PREVIEW!



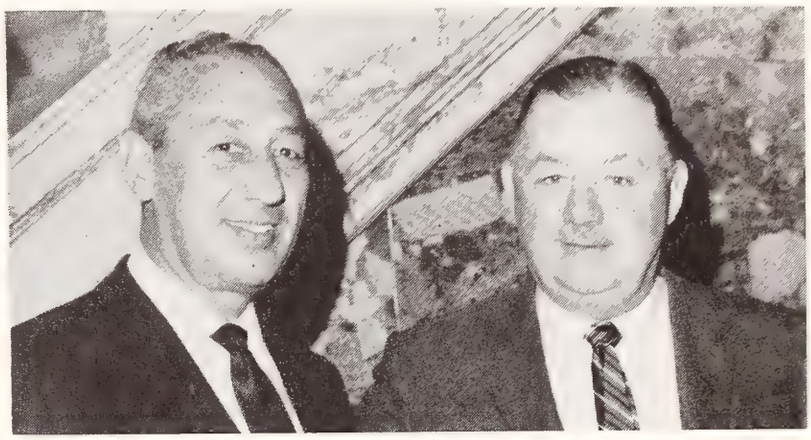
ventieth Century-Fox launched "Holiday for Lovers," a Cinema-ope-DeLuxe color entertainment special in a sneak preview Friday ening at Loew's Lexington Theatre in New York. Among the wers was one of the stars of the Charles Brackett production, rol Lynley, also soon to be seen in 20th's "Blue Denim." With rol are 20th vice-president Charles Einfeld and Mrs. Einfeld.



nong celebrities on hand were Mr. and Mrs. Richard Halliday. Mrs. lliday is Mary Martin to fans all over the world. Mary made theatrical tory as "Nellie Forbush" in Rodgers and Hammerstein's "South cific." The motion picture version of "S. P." is continuing a tremen-us box-office pace in its special 35mm. release engagements.



ew star Brandon De Wilde, who appears with Carol Lynley in the provo-tive "Blue Denim" was also on hand. With Brandon is noted magazine iter Lee Sylvian. Industry talk has centered around "Blue Denim" for eeks and on its theme, a subject never before treated on the motion picture reen.



Happy exhibitors at the preview are Loew's Theatres vice-president John Murphy (right) and Robert K. Shapiro, managing director of New York's Paramount Theatre. Bob Shapiro had good news to report upon entering the theatre. "Say One for Me," which has been breaking records across the nation, was on its way to an opening day of $10,000 at the downtown showcase.



Another group of industry-ites at the preview included (left to right) 20th general sales manager Alex Harrison, assistant sales manager C. Glenn Norris, sales executive Jack Bloom, William Brandt of the Brandt theatre chain, assistant sales manager Martin Moskowitz and 20th director of research development Earl Sponable.



World famous Hollywood columnist Louella Parsons and song writer Jimmy McHugh join the crowds which cheered "Holiday for Lovers." Clifton Webb, Jane Wyman, Paul Henreid and newcomers Jill St. John, Nico Minardos and Gary Crosby are all featured in the production, which is based on the hit Broadway play by Ronald Alexander.

Goldwyn's Next Will Be on Middle East

Samuel Goldwyn's next picture will be concerned with the Middle East, he told a press conference on Friday but declined to volunteer any specifics "because that would be the end of it—too many people work faster than I do."

"I'm not through. I never will be. I love this business. I've been in it 47 years and have great respect for it," said the producer, who will be 75 next Aug. 27.

'U' Net Profit

(*Continued from page* 1)

profit of $3,134,121 after Federal tax benefits of $365,000 on ordinary operations. The profit includes $3,667,387 net of taxes resulting from the sale of the studio.

After providing for dividends on the preferred stock such profit amounted to $3.33 per share on 913,054 shares of common stock outstanding excluding shares in the treasury of the company at May 2, 1959.

The loss before the non-recurring profit of $3,667,387 amounted to 68 cents per share on common stock outstanding.

For the 26 weeks ended May 3, 1958, the net loss was $519,249 after a Federal income tax benefit of $720,000. After dividends on the preferred stock this loss was equivalent to 67 cents per share on the 927,254 shares of common stock outstanding on May 3, 1958.

Exotic Safari

(*Continued from page* 1)

wend its way tomorrow toward Atlanta, the first of close to 30 cities to be charted and explored.

The Egyptologist is Andrew Low, the starlet, Norma Marla, and the mummy, who travels about in an authentic replica of a burial case, just plain mummy. They were introduced to the New York trade press Friday at the Hotel Delmonico while resting up from an Atlantic crossing marked by Miss Marla's asking the ship's purser, "I'll let you see my mummy if you'll let me see your engine room."

Will Use Big Field Staff

It should be obvious to most readers by now that this unlikely trio is out to drum up interest in Universal-International's "The Mummy," a Technicolor horrorthon produced by Hammer Films. Phil Gerard, Universal's eastern publicity manager, said that his company will have more than 20 field exploitation representatives working on initial openings of the picture, and that in addition to the aforementioned tour, effective local-level theatre and lobby promotional activity has been mapped out.

This involves a "Tomb of Horrors" layout for the lobby and front of the theatre to simulate the spooky aspects of the picture, and the introduction of "HorrorScope," a gimmick which Gerard asked the trade press not to reveal the nature of. (All we can say is, don't get too nervous if a live mummy suddenly goes reeling down the aisle in the midst of the screen proceedings.)

It's easy to see that Universal is counting on "The Mummy" as one of its most important releases of the year, with Gerard pointing out that it could earn as tidy a profit as that expected from "This Earth Is Mine." He said that advance interest in "The Mummy" from the press, radio and TV indicated that the campaign "would be one of the most successful in Universal's history."

Still Too Many Films, Theatres, Says Goldwyn

(*Continued from page* 1)

critical of excessive terms for talent, and of production management that makes the excesses possible.

Affirmatively, he expressed unbounded confidence in the public's ability to identify good pictures and in the principle that every good picture must have a good story and otherwise is not necessarily a success no matter what "blockbuster" properties it may possess.

Goldwyn noted that as a result of some of his widely publicized views —and he vigorously scored what he termed "phoney publicity,"—he has come to be regarded by some as an "enemy of exhibitors."

"That is not true," he said. "I respect exhibitors who run their theatres right; who don't just open their doors and go off on Florida vacations. We all have to work. I have never worked harder in my life than I have in the last two years. And now I don't even know whether or not I have a hit" (in "Porgy and Bess").

"I make no claim that it's the greatest picture ever made. I don't know whether it is or not. The public decides that. Its box office worth remains to be proved.

Calls It Primarily a Gamble

"No one knows what a box office picture is. If any man thinks he does, he's fooled before he starts. All you can do is gamble on your judgment. No one knows what the public is going to buy."

"Certainly," Goldwyn continued, "you can't be assured of a success just because you start out to make a 'blockbuster.' But if you begin with a good story your chances are best. I've been saying it for 40 years—the story is the most important. Load a picture with stars, spend what you will, it still must have the solid foundation of a good story to succeed."

Following are some of Goldwyn's observations on current exhibitor calls for increased production:

"Many years ago I said we will see the time when not more than 100 pictures a year are turned out by Hollywood. We're still progressing in that direction. You read of companies announcing 100 pictures, or 40 pictures, or some other unrealistic number. That's a lot of hot air. No company is going to make anything like that number.

"Last year, 34 or 35 pictures did 48 per cent of the total box office business, although about 240 pictures were produced.

"Recently, General (E.P.) Curtis, Eastman Kodak vice-president, said a survey of theirs indicated that only about 120 features might be made next year, and he expressed concern over it. I told him it is quite likely the fewer number of pictures will consume the same amount of raw stock or more that is used now.

"When every company was making some 'B' pictures they were called the theatres' 'bread and butter pictures.' That kind today doesn't earn enough to buy bread and butter. Why make more pictures of that kind? They don't pay the exhibitor to keep his doors open."

Points to 'Store' Policy

"In other industries, a store can remain in business only as long as it has good merchandise. Why should it be different in our business?"

Voicing a disinclination to talk about his picture's cost, Goldwyn nevertheless replied to a direct question by saying he would have to get back "nearly $16,000,000" on "Porgy and Bess" to break even. The money and time invested in it are his own.

"The public doesn't care about a picture's cost," he observed. "It's what's in it that counts.

"Today, even the exhibitor doesn't care what a picture cost. The average exhibitor, though, is still interested in rebates. If he doesn't make money on a booking, he's right there crying for rebates.

"I've had losing productions but I've never gone to an exhibitor and cried and complained. And I've ne had an exhibitor come to me and s 'You tried hard, so here's some e money.' If I don't make good it's own fault."

Goldwyn recalled, too, that " producer has ever gone to the g ernment and asked for a subsi Nothing is more harmful than to that. They've had that experience England."

Scoring actors and other top tal that demand not only high compen tion but a piece of the picture, in dition, Goldwyn said he believes tors should "make all of the mo possible if they take some of the ri He added that he has "no resp for management" that consents terms which end up with actors o ing the pictures.

Owns All His Films

Goldwyn conceded he had m percentage deals with talent but s he has never given away part ow ship of one of his pictures.

He said he planned to attend m of the openings of his picture fr now to Aug. 6, in Chicago, Bost Los Angeles and San Francisco, well as here and "will play croqu —take a vacation, thereafter.

Goldwyn said a European premi date is awaiting a theatre with To AO equipment. Goldwyn plans to tend premieres of the picture Japan, India, Italy, Germany France, too, he said. "I atten many openings abroad of 'Guys Dolls' and learned a lot by observ the reaction of the public."

Warns of 'Mediocrity in 70mm.'

Todd-AO is ideal, he believes the story requires the scope of big screen and superior sound. " if you don't have the right story yo just emphasize that fact. You'll h mediocrity shown in 70mm."

Goldwyn said "Porgy and Be runs two hours and 17 minutes, clusive of a 10-minute intermission

Asked if it would be cut later standard bookings, Goldwyn said can't be cut. It's tight and fast-m ing and has the greatest Ameri score and a Pulitzer prize book feel honored that I was permitted make it. (Abe) Schneider (of Col bia) told me the Gershwin people turned down their offer of $1,250, against a percentage of the profit paid them $650,000 and a perc age."

State Department Interested

Goldwyn said the State Departm wants the picture shown as widely possible, in Russia and in other eign markets around the world.

He said his first hope is that picture will inspire others and s the way to producers to use mor the great works and music that available to them.

He praised all who worked on picture with him—"You'd be ama how many guilds I dealt with"—no that every picture is the sum of m contributors.

Real Toll TV About Two Years Away: Goldwyn

"I don't think toll TV is ready yet," Samuel Goldwyn, one of its believers and champions, told a press conference here.

"I believe we'll see it in perhaps the next two years, though," he said when pressed for his views. "It will take about $200 millions to start it commercially.

"I don't think pay TV will do our business any harm, and I don't believe that," he said.

Goldwyn Not Ready

(*Continued from page* 1)

silent films, he said, but has about 52 features which he made as an independent in his backlog. However, he said, some of these are owned by his wife and some by the Goldwyn Foundation.

Mrs. Martha Levy

Funeral services were held here yesterday for Mrs. Martha Levy, mother of Howard Levy, manager of Loew's National Theatre in the Bronx. Services were at the Park West Memorial Chapel.

:ademy Coordinating Unit Praised by Governors

From THE DAILY Bureau

HOLLYWOOD, June 21. — The rd of governors of the Academy Motion Picture Arts and Sciences officially commended the six-man rdinating committee for outstand- service to Academy and the entire ustry during the past year.

The committee, formed in 1957 to vide a liaison between the Acad- y and all segments of the motion ture industry which sponsor its ivities, is composed of Roger Lewis d Jerome Pickman, representing the tion Picture Association of Amer- ; Jerry Wald and Daniel Taradash, lependent producers, and Valentine vies and George Seaton of the ademy.

ay Off-B'way Opening ids 'Devil' Grosses

From THE DAILY Bureau

LOS ANGELES, June 21. — The periment of by-passing Broadway the New York run of "Shake Hands th the Devil," is paying off in box- ice figures, according to Penne- ker executives George Glass and alter Seltzer who made the James gney starrer for United Artists re- se. By opening at Loew's Metropo- an in Brooklyn, for two sessions, be followed by a week's run on the ew's circuit (more than 100 thea- s in the Metropolitan area) begin- ng June 24, the picture picks up se to $96,000 on the plus side, y said.

According to their figures, as re- rted to them by George J. Schaefer, neral sales manager, the Brooklyn- as-circuit by-pass of Broadway au- matically eliminated some $65,000 ad costs, to which may be added m $20,000 to $30,000 for illu- nated signs that are part and par- l of any major main stem opening. lm rental from the Metropolitan's st week puts some $11,000 into dis- butors pockets as a quick cash ofit, as opposed to the struggle erely to recoup on Broadway in the e of what Glass and Seltzer de- ribe as "runaway" production costs. nce Loew's assumed major ad costs, e film rental is clear gravy, they inted out.

Kahane Elected Head of Motion Picture Academy

From THE DAILY Bureau

HOLLYWOOD, June 21.—B. B. hane has been elected president of e Academy of Motion Picture Arts Sciences. Kahane, vice - president d studio administration head of Co- mbia, succeeds George Stevens, who mains on the board.

Others elected were Robert Ryan, st vice-president; Samuel G. Engel, cond vice-president; Perry Lieber, sistant secretary. Re-elected were al Alias, secretary; Fred Metzler, easurer; Jack Karp, assistant treas- er.

K.C. Newspaper Strike Puts Film Ads on Air

Special to THE DAILY

KANSAS CITY, June 21.—A strike called Friday night by the Typographical Union against the *Kansas City Star* has sent theatre managements scurrying for ways and means of advertising current programs. A sharp increase in advertising on television and radio stations has been effected, with other methods being sought to acquaint the public with theatre bills.

Embassy Trial Decision Postponed to June 30

Special to THE DAILY

SAN FRANCISCO, June 21. — The Embassy Theatre eight-million-dollar anti-trust suit against the major Hollywood producers and distributors scheduled to start Friday here in U.S. District Court was postponed until June 30, when Embassy attorney Robert D. Raven proposed the case be adjudicated on the testimony of the first trial heard last year by the late Federal Judge Edward P. Murphy, who died before handing down a decision.

Hinckley Retiring As Vice-President of ABC

The retirement of Robert H. Hinckley as vice-president of American Broadcasting Company in charge of the Washington office, was announced at the weekend by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres. Hinckley's resignation was prompted by his desire to devote more time to personal affairs and was reluctantly accepted by the board of directors of AB-PT, it was stated.

New Pact for Extras Rejected by N.Y. Guild

From THE DAILY Bureau

HOLLYWOOD, June 21. — The executive committee and the wages and working conditions committee of the New York branch of the Screen Actors Guild have voted unanimously to reject collective bargaining counter-proposals by motion picture and television producers for extra players' rates and conditions.

The same proposals had been rejected previously by the Screen Extras Guild here.

The Screen Actors Guild represents extra players in the New York area. Negotiations are being conducted with the Association of Motion Picture Producers, composed of Hollywod's major companies, and the Alliance of Television Film Producers.

Test Planned

(*Continued from page* 1)

theatres on Sunday. Under the ruling the authority of the sheriff is limited to arresting the theatre operator and charging him with violation of the law. The theatre cannot be closed.

A referendum as to whether citizens of this city want Sunday movies is still scheduled to be held July 14.

Television Today



Officials of Mobile Video Tapes, Inc., first commercial mobile videotape unit in the nation, are Jack Meyer (left), sales and production director, Lester E. Hutson, president, and John Allen, chief engineer. The cruiser recently made a master tape of the Bolshoi Ballet for Skiatron and was assigned by ABC-TV to the Walt Disney Spectacular taped at Disneyland.

Mobile Tape Unit Used For Ballet and Disney

By SAMUEL D. BERNS

HOLLYWOOD, June 18.—Housed in a truck trailer and completely self-contained, the mobile videotape recording unit owned and operated by Mobile Video Tapes, Inc., of Hollywood has been used twice in recent weeks to record prestige shows. From June 1 to 4 the unit ran about 40,000 feet of tape to record the four hour Bolshoi Ballet show on Stage 6 of KTLA-TV's television studio in Los Angeles. The tape was made for Matty Fox's Skiatron.

The unit was used again June 15 at Disneyland to record the Walt Disney spectacular for ABC-TV.

Designed by John Allen

Designed by John Allen, chief engineer for Mobile Video, the cruiser unit is equipped with an Ampex VR-1000 Videotape recorder and two camera chains, with provision for two more. It is equipped with its own generator and is able to record anywhere, even while in motion. The cruiser's own control panel can be used or video and sound signals can be fed from outside controls as was done in the case of the ballet recording when the signals were fed through the station's control room.

Officials of Mobile Video Tapes, Inc., are Lester E. Hutson, president and controller; Jack Meyer, sales and production head; and Allen.

Move Astaire Offices

The Fred Astaire Dance Studios' national executive offices will be located at 230 Park Avenue here on and after July 1, it is announced by president Charles L. Casanave, Jr.

Williamsport

(*Continued from page* 1)

"There are no changes contemplated in management," Glett stated, "Williamsport Cable Co., as the company will be known, will continue under the direction of Raymond V. Schneider, who has been vice-president and general manager of the system for more than seven years."

The Williamsport system, one of the largest of the community antenna TV systems in the United States, serves 8,500 of the 15,000 TV homes in Williamsport, Glett said.

The purchase price was not disclosed. No comment was made with regard to the possibility that the takeover is a prelude to future company plans for entry into the pay-TV field.

NAB Gives Details on Proposed P.R. Drive

From THE DAILY Bureau

WASHINGTON, June 21. — The National Association of Broadcasters has filled in details on its planned television public relations campaign.

The campaign is designed to sell the public on the public-service aspects of television. The NAB television board voted to set up a nine-man television information committee to set policy and supervise the campaign. Networks will be represented, with NAB president Fellows appointing the remaining members.

A television information office will be set up in New York, under a television information director. NAB said it hopes to have a $600,000 to $700,000 budget for the operation, of which $75,000 would come from the NAB, $65,000 apiece from each of the three major networks, and the rest from individual stations. All contributions are on a voluntary basis.

TV 1958 Revenue Was $1,030,000,000: FCC

From THE DAILY Bureau

WASHINGTON, June 21.—Television industry revenue in 1958 totaled $1,030,000,000, up 9.2 per cent from 1957, the Federal Communications Commission reported.

It said income before Federal taxes amounted to $171,900,000, up 7.4 per cent from the previous year, while broadcast expenses were 9.6 per cent higher at $858,100,000. The figures, preliminary ones, were based on reports from 514 stations.



U.S. to Show Films At Moscow Festival

From THE DAILY Bureau

WASHINGTON, June 21. — The U.S. Government has agreed to a limited participation in a Moscow film festival this August.

The State Department Friday said the U.S. would not send an accredited delegation or submit films for competition, but would have representation and show films there. The Department replied to a Soviet government invitation for the U.S. to take part in the festival Aug. 3 to 17.

The Department said the U.S. would designate an official from the U.S. embassy in Moscow to attend the festival but would not accredit an official delegation from the U.S. It also said it hoped to send a feature film and two documentaries—the number of films allowed each country—but would press them "out of competition."

The films to be shown there will be selected by an interdepartmental government committee in cooperation with American film companies.

The State Department hailed the planned U.S. film showing as an unusual opportunity to "show representative American films to the people of the Soviet Union."

WB Records Grow on Strength of Stereo

From THE DAILY Bureau

HOLLYWOOD, June 21.—The exceptional gains currently being made by stereophonic recordings and stereo home phonograph equipment point to tremendous growth prospects for Warner Bros. Records in the immediate future, James B. Conkling, president of the company, told delegates attending the Warner Bros. convention at the company's studios here at a final session on Friday.

Only actively in the market since September, 1958, Warner Bros. Records already enjoys a prime position in the industry as the repository of one of the largest popular stereo catalogs extant, he declared.

"We currently have approximately 100 stereo long-playing albums available for a highly stereo-conscious consumer, representing repertoire from the Broadway stage, motion pictures, television, jazz, background or listening music, Christmas, comedy and other special records," Conkling said.

The company is now beginning to make its entry into international markets, with Warner Bros. records to be sold and distributed abroad under its own name and trademark, he added.

William G. Stuber

ROCHESTER, N. Y., June 21.—William G. Stuber, who succeeded founder George Eastman as president of the Eastman Kodak Company in 1925, died here last week at the age of 95. He retired as chairman of the board in 1941, at which time he was named honorary chairman.

National Screen Changes

(*Continued from page* 1)

eral sales manager, assumes the managership of the Los Angeles exchange, effective immediately, because of his request, for personal reasons, to return to the West Coast. Fred Weimar, who has been acting branch manager in Los Angeles, becomes San Francisco branch manager, succeeding Jack Marpole, who retired on June 15.

Bud Brody, who has been Seattle branch manager, has been promoted to the managership of the Hollywood studio, effective immediately, succeeding Lou Harris, who has been acting manager. Harris now becomes production manager at the studio.

Friedman Succeeds Brody

Kenneth Friedman, Salt Lake City branch manager, is succeeding Bud Brody, as manager of the Seattle branch. No successor to Friedman has yet been appointed at Salt Lake.

At the same time, Burton Robbins announced the following changes in sales personnel, due to the realigning of the sales territories:

Gene Beckham, presently salesman at the St. Louis exchange, transfers to the Philadelphia exchange, as salesman for the Washington and Baltimore territories, effective, the week beginning July 6. Harry Low, Baltimore salesman, and George Nathan, Washington salesman, retire after many years with the company, as of the week ending June 26.

Carl Dortic, presently Pittsburgh salesman, transfers to the New York exchange as of June 22, to cover the upstate New York and Connecticut accounts. Upstate New York salesman Melvin Schwartz leaves the company, as has William Canelli, who covered the Connecticut accounts.

Max Mazur, Chicago salesman, retired as of week ending June 12. Herb Cass, salesman at Portland, Oregon, has resigned effective this past weekend.

Hudson, Anna Lee in S.F. for 'Earth' Bow

Special to THE DAILY

SAN FRANCISCO, June 21.—Rock Hudson, who stars in "This Earth Is Mine," and Anna Lee, who plays an important role in the picture, will arrive here tomorrow to participate in promotional activities and attend the dual-city world premiere on Wednesday of the Universal-International-Vintage production at the Golden Gate Theatre here and the T & D Theatre in Oakland.

Hudson and Miss Lee will be joined in the Bay City by co-proucer Casey Robinson and actresses Cindy Robbins and Jean Blake, all of whom are due there tomorrow from the respective tours they have been making on behalf of the film. Tomorrow evening the quintet of Hollywood personalities will be guests of honor at a cocktail party for civic and social leaders given by Mme. Helene DePins, owner of a large California vineyard.

Col. Gets Stock

(*Continued from page* 1)

parent company is in the process of consummating an arrangement to sell the newly-acquired 50 per cent interest to Paul Nathanson of Canada, vice-president of Empire - Universal Films, Ltd. and a director of British-Lion Films, Ltd. of England.

Columbia Pictures has held 50 per cent of the common stock since November, 1926, when the company absorbed the Canadian franchise, Independent Films Ltd., and the name was changed to Columbia Pictures of Canada, Ltd.

Under the terms of this arrangement, present sales personnel of Columbia Pictures of Canada will remain intact, Schneider said, and will continue to function without any change in operations. Rosenfeld remains as president of Columbia Pictures of Canada and Harvey Harnick continues as general sales manager.

Seize Print of Silent 'Phantom' at Inwood Art

The United States Marshal for the Eastern District of New York Friday seized and impounded a print of the Universal silent feature, "The Phantom of the Opera," starring Lon Chaney, from the Inwood Art Theatre, Forest Hills, Queens.

The seizure was made pursuant to an order of Judge Leo F. Rayfiel, which was issued in a copyright infringement action brought by the widow and children of Gaston Leroux, owners of the renewed copyright in the novel on which the movie was based, and Universal Pictures Company, Inc., as the owner of all motion pictures rights under the renewed copyright in the novel. Named as defendants in the action were Excellent Films, Inc., operating the Inwood, and Robert B. Fischer, Mark Redwood, Fred von Bernewitz, Earl Colvin and Edward Saretsky, doing business as International Art Production Management and as Film Masterpieces.

WB Foreign Delegates

(*Continued from page* 1)

Jones," "Rio Bravo," and various television films and participate in special discussions regarding their various areas of operation with Wolfe Cohen, president of Warner Bros. International Pictures Corp.

The full convention concluded general business on Friday night. Climaxing the activities was a dinner that evening in the Grand Ballroom of the Ambassador Hotel with president Jack L. Warner as host. Some 100 producers, directors, and top management representatives from Warner Bros.' motion pictures, television, music and records division joined the 135 out-of-town delegates in an informal evening of entertainment.

New records for attendance and scope of activity were established during the three-day session. This was

TOA-NAC Trade Show Booths Now 60% So

Approximately 60 per cent of nearly 200 available booths for combined Theatre Owners of An ica-National Association of Con sionaires trade show in Chicago November have already been s This was reported at the weekend George G. Kerasotes, TOA presid who said TOA is "extremely gratifi by the record rate of reservations. trade show will open on Sunday, N 8, at the Hotel Sherman.

Sales are running way ahead of prior year for so early a date, K sotes pointed out.

The NAC trade show effort, K sotes said, is being headed by Pl M. Lowe, president, Lee Ko board chairman, and Arthur B. Se exhibit chairman. The trade s will run through Wednesday, Nov. Both TOA and NAC will hold t annual conventions at the same t with the business sessions exten one extra day, through Thurs Nov. 12.

Kerasotes said that interest in Council for the Improvement Theatres and Motion Picture Pr tion, which is being sponsored TOA, will result in a greater re sentation in the trade show by eq ment and supply dealers and eq ment manufacturers than in previous years.

ITOA Critical

(*Continued from page* 1)

Ten Commandments," "Around World in 80 Days" and "South cific." It states releasing patterns these films "constitute a discrin tory selection of theatres for play and arbitrarily disrupt the custo availabilities of member theatre the ITOA." It claims further that releasing patterns represent a d gard of the competitive playing tions of member theatres of the I and "in effect establish new c ances, not heretofore in existenc the detriment and damage of I member theatres."

It also charges that the release terns push back playdates fo ITOA theatres, "creating excessive days and playing havoc with dates for subsequent runs while film is milked dry in specially fav situations."

Rejects ASCAP Plan

(*Continued from page* 1)

been no opportunity to hear op tion, among other objections.

Judge Ryan told attorneys for sides that on June 29 he will in them of the procedure he wishes to follow in presenting the decree will hear objections from oppo of the decree at a date to be set t after.

Meanwhile, the proposed dec not on file and its terms were made public. However, it wi circulated to ASCAP member g and other interested parties in to give them an opportunity to pare objections, if any, in advan the court hearing.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 85, NO. 119 NEW YORK, U.S.A., TUESDAY, JUNE 23, 1959 TEN CENTS

fer $2,000,000

ilm Investors aunch Stock ale Campaign

ff Named As Midwest gional Sales Manager

Special to THE DAILY

ANSAS CITY, June 22. — The d of directors of Motion Picture stors, Inc. today launched an in- ive drive to $2,000,000 h of its k to all e with an est in the ion picture ture and re- l fields, it announced Howard E. m eyson, der and ident.



J. Robert Hoff

PI was ed last by a group of industry exhibitor

(*Continued on page 2*)

ew's to Build New eatre in Washington

From THE DAILY Bureau

ASHINGTON, June 22.—Loew's tres, Inc., will tear down its first- Columbia Theatre here shortly replace it with a $1,000,000 ultra- ern theatre, the first built in atown Washington in many years. was revealed by Orville Crouch, 's Eastern division manager. He

(*Continued on page 4*)

isco and Vancouver n Warner Sales Drive

From THE DAILY Bureau

OLLYWOOD, June 22. — The Francisco and Vancouver ches have been declared the win- of the Warner Bros. "Welcome , Jack" sales drive, it is an-

(*Continued on page 8*)

EVISION TODAY—page 6

THE HOTTEST STORY IN THE INDUSTRY TODAY IS THE 20th-FOX SUCCESS STORY!

See Pages 3, 5 and 7

(ADV'T.)

New Films Spark Business Upsurge Along Broadway

By WARREN G. HARRIS

The opening of a number of important motion pictures last week has brought a marked business upturn at Broadway first-run theatres. Adding to the general aura of prosperity were the first waves of the annual Summer tourist trade and flocks of foot-loose young people celebrating graduations and end-of-term holidays.

Russell V. Downing, president of Radio City Music Hall, said that Warner Bros.' "The Nun's Story," which premiered Thursday, "is up there with

(*Continued on page 4*)

New Move for Minimum Wage in Ill. Defeated

A new attempt to include theatres in minimum wage coverage in Illinois has been defeated by united Illinois exhibitors, it was reported at headquarters of Theatre Owners of America here yesterday. Announcement was made jointly by George Kerasotes, TOA president and board chairman

(*Continued on page 4*)

Funeral Services Today For George Carrington

Special to THE DAILY

GLENDALE, Calif., June 22. — Funeral services will be held here tomorrow for George L. Carrington, chairman of the board and chief executive officer of Altec Companies,

(*Continued on page 4*)

Easing of Film Dearth Near, Kerasotes Feels

Special to THE DAILY

SANTE FE, N. M., June 22.—Some of the "best minds in exhibition" are currently hard at work on the product shortage problem and expect "something concrete" to emerge from their work in the near future, George Kerasotes, president of Theatre Owners of America, said here today. In a speech to the annual convention of the New Mexico Theatres Assn. at the La-

(*Continued on page 6*)

21 in 10 States

Record Total Of Censorship Bills Hoppered

Only One Passed; 12 Were Defeated; Eight Pending

By J. A. OTTEN

WASHINGTON, June 22.—A record number of motion picture censorship bills were put into the hoppers of state legislatures this year, industry officials report.

To date, with 32 state legislatures adjourned and 14 legislatures still in session, 12 have been defeated, one has passed and eight are still pending.

Altogether, 21 bills have been introduced in 10 states. Maryland, now adjourned, has so far been the only state to pass a censorship bill, which raised sharply the criminal penalties for showing obscene films to minors.

Still pending are six bills in Pennsylvania and two in Ohio, both traditionally active areas so far as censorship is concerned. Observers in Ohio

(*Continued on page 8*)

Restore Part of Funds For Media Guaranty

From THE DAILY Bureau

WASHINGTON, June 22. — The Senate Appropriations Committee voted to restore $500,000 of the $1,000,000 cut by the House from the funds sought by the Administra-

(*Continued on page 4*)

NCA Convention Is Postponed 'Indefinitely'

Special to THE DAILY

MINNEAPOLIS, Minn., June 22.—Frank Mantzke, president of North Central Allied announced today that the NCA convention scheduled to be held July 7 and 8 has been postponed indefinitely.

Mantzke said that new developments had made it necessary to postpone the convention until later in the summer. Further information on the rescheduling of the convention will be announced later this week.

PERSONAL MENTION

SAMUEL J. BRISKIN, Columbia Pictures vice-president in charge of studio operations, arrived in New York at the weekend from Hollywood.

•

CECIL BERNSTEIN, managing director of Granada Theatres, British circuit, returned to London yesterday from New York via B.O.A.C.

•

OTTO PREMINGER returned to his New York headquarters last night from Hollywood.

•

NORMAN BARNETT, vice-president of Barnett International Forwarders, has returned to New York from Europe.

•

GEORGE W. LANE, Jr., president of Maine and New Hampshire Theatres Co., has been married in Lewiston, Me., to MAMIE MARY MORIN of that city.

•

SALLY ANN HOWES, British actress, returned to London yesterday from New York via B.O.A.C.

•

ADOLPH GREEN, writer-composer, will leave here tonight for Paris.

•

JIMMIE RODGERS, heard every Tuesday night on NBC-TV, will leave here tonight for Evansville, Ind., where he will make appearances tomorrow and Thursday at the Mesker Memorial Amphitheatre.

•

MARILYN LEFF, secretary to HERBERT SCHOTTENFELD, vice-president and general counsel of United Artists Television, will be married here on Sunday to STANLEY FEINZIG, of the CCNY School of Engineering.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
AUDREY HEPBURN
In FRED ZINNEMANN'S Production of
"THE NUN'S STORY"
A WARNER BROS. PICTURE
in TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "BONANZA"

FILMACK'S
41th Year of
SPECIAL TRAILERS
Try us for Speed and Quality.
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ITOO Protests Ridicule Of Theatres on TV Show

Special to THE DAILY

COLUMBUS, Ohio, June 22.—The Independent Theatre Owners of Ohio has formally protested to the Eastman Kodak Company a skit on the Ed Sullivan Program over CBS-TV on June 14. Kodak was a sponsor of the TV program.

ITOO, in a letter signed by Ken Prickett, executive secretary, said it objected to the Jackie Miles segment. "This part which I feel was in bad taste saw fit to ridicule the motion picture industry and attendance at motion picture theatres," Prickett said. "It certainly seems to me that a company such as Eastman, concerned as they are with the films for motion picture theatres and with a diminishing concern for television due to the increasing use of magnetic tape, would not deliberately sponsor a show that would ridicule the motion picture business."

'On the Beach' Set for Melbourne Premiere

Melbourne is the first of 22 cities to report its Dec. 17, 1959, booking for the global premieres of Stanley Kramer's "On the Beach."

The Australian deal was arranged by long-distance Trans-Pacific telephone soon after Kramer and United Aritsts announced the plan for simultaneous premieres on the same date in 22 cities on six continents. The feature will play either the Capitol or Regent, Melbourne flagships of Hoyt's Theatres, Australia's biggest circuit.

New SDIG Directory For 1959-'60 Issued

The Screen Directors International Guild has just issued its directory of directors for 1959-1960. The 80-page book is published as a service to the motion picture industry and has been sent to film producers, advertising agency men, and motion picture sponsors in the Eastern area. More than half the book is devoted to the listing of Guild members and their credits, including feature films, industrials, TV shows and commercials, documentaries, educational, and public relations films.

'Jane' Lauded by Solon

WASHINGTON, June 22.—Senator Karl Mundt of South Dakota read into the *Congressional Record* some complimentary remarks on "It Happened to Jane." The Columbia comedy, Mundt said, "is replete with instances of American ingenuity, stick-to-itiveness, and the portrayal of the American free enterprise process as a great way of life, which all of us should, in every way, seek to perpetuate."

Film Investors

(*Continued from page* 1)

leaders to purchase stock in motion picture production companies. Their chief aim is to further exhibitor interests by providing them with a voice as stockholders in the company. The exhibitors originally subscribed more than $100,000 and have since received a 15 per cent stock dividend. No solicitation efforts for additional stock sales have been made to date.

Jameyson also announced today that J. Robert Hoff, president of the Ballantyne Co. of Omaha, will take a six-months leave of absence from that company to head the MPI sales organization. Hoff will be Midwest regional sales manager.

Present MPI plans call for sales and organizational efforts spreading outward from the company home offices at Kansas City. Hoff said this means that in the next three months, efforts will be concentrated in the middle west.

To Name Regional Sales Heads

Hoff will appoint resident sales managers in each film trade area throughout the country. In addition to sales, these managers will also represent the company in other capacities such as proxy gathering in their district.

It is expected that the sales campaign will be initiated here with the Oklahoma City, Dallas, Omaha and Des Moines areas to follow during the summer period. Interspersed will be two theatre meetings where the MPI campaign will be launched, at Biloxi, Miss., June 28 at the convention of the Mississippi Theatre owners and July 6 at the Virginia Motion Picture Theatre Association silver anniversary jubilee convention at Old Point Comfort, Virginia.

Founders Listed

The original founders of MPI were Robert S. Ballantyne, chairman of the board, Ballantyne Company; Jack D. Braunagel, president, Hope Enterprises, Inc., and Helena Theatres, Inc.; H. J. Griffith, president, Frontier Theatres, Inc.; L. J. Kimbriel, manager, Missouri Theatre Supply Co.; Beverly Miller, drive-in theatre owner; Richard H. Orear, executive vice-president, Commonwealth Theatres, Inc.; Clifford E. Parker, vice-president, Alexander Film Co.; Walter Reade, Jr., president, Walter Reade, Inc.; Clark S. Rhoden, realtor; Ben Shlyen; Philip Smith, president, Midwest Drive-In Theatres, Inc.; and Byron Spencer, partner, Spencer, Fane, Britt & Browne.

Alice O'Shea Dies

BUFFALO, June 22.—Alice E. O'Shea, sister of the late Edward K. "Ted" O'Shea, died here just one day following the passing of O'Shea's widow, Mrs. Mabel N. O'Shea.

$300,000 SBA Loan To Wisconsin Circuit

From THE DAILY Bureau

WASHINGTON, June 22. - Small Business Administration one motion picture theatre loa ing May, S.B.A. reported. Delft tres, Inc., in Butler, Wisc., $300,000 loan, one of the l made by the agency.

MP-TV Services, Inc., a Holl sound recording firm, got a $2 loan, and Riviera Productio Hollywood business film pro received a $20,000 loan.

Screen 'Girl' July 5 At Berlin Festival

M-G-M's "Ask Any Girl," th tion Picture Association of An entry in the Berlin Film Festiv be screened there on July 5, announced here yesterday. It pected that David Niven, one stars of the film, will atter screening.

It is also expected that Loren will attend the Berlin F screening of Paramount's "Tha of Woman." The picture will contention for the Golden Bear although it is an invited entry.

Van Heflin will officially he U.S. delegation to the Festiva Johnston, MPAA president, wi the Festival if his schedule him to leave here for Berlin this end.

McLendon Films Sl For Dallas World B

Special to THE DAILY

DALLAS, Tex., June 22. — first locally produced and filme length motion picture releases Killer Shrews" and "The Gian Monster"—will have their worl miere here at Interstate's M Theatre on Thursday, accordi the producing film's top exec B. R. and Gordon McLendon, time Dallas showmen. Their ne ducing company, McLendon Pictures, is currently windir shooting on its third productior Dog, Buddy."

The pictures are scheduled through July 1 at the Majes well as the Palace in Fort Wort in 11 smaller cities surroundir Dallas-Fort Worth area.

'Sinbad' to Be 'Gull

HOLLYWOOD, June 22.—I Mathews, who starred as "Sinb Charles Schneer's Morningside duction of "The 7th Voyage bad," for Columbia Pictures, wi the title role in Schneer's forthc "Gulliver's Travels," based o Jonathan Swift classic.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News E Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copie

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says it again and again!

OUTGROSSING BIGGEST 20th ATTRACTIONS SINCE "THE ROBE"!

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Carolina, CHARLOTTE
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Des Moines, DES MOINES
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Circle, INDIANAPOLIS
Florida, JACKSONVILLE
Dallas, DALLAS
Center, BUFFALO
Wisconsin, MILWAUKEE
Fox, DETROIT
Memorial, BOSTON
Paramount, NEW YORK
Alabama, BIRMINGHAM
Fox, ATLANTA



'SAY ONE FOR ME' speaks to everybody!

That's why the hottest story in the industry today is the 20th-Fox success story... *See Page 5!*

'Ben-Hur' Trailer Will Be Shown Six Months

What may be the longest run for a trailer in history is anticipated for the screen announcement of the world premiere of MGM's "Ben-Hur" at Loew's New State Theatre here, in November. The trailer, specially produced for Loew's State, is now showing and will continue for nearly six months.

Restore Part

(*Continued from page* 1)

tion for the Information Media Guaranty Program.

The committee voted to allow $3,000,000 for the program in the year starting July 1, compared with the $3,500,000 sought by the Administration and the $2,500,000 voted by the House. Motion Picture Association president Eric Johnston had originally asked the House for a $16,000,000 fund, and had asked the Senate Appropriations Committee to vote at least a $5,000,000 appropriations immediately.

The Senate committee said the amount approved would finance a program of approximately $9,100,000 in guaranties, as compared with $7,300,000 under the House bill and $10,900,000 under the budget estimate.

The program permits the government to guaranty film producers, book publishers and others the convertibility of earnings in certain foreign countries. Right now, film companies are operating under the program in Poland, Turkey, Yugoslavia and Vietnam.

Loew's to Build

(*Continued from page* 1)

emphasized plans are still in the "talking stage."

"The great success of the State Theatre in New York City has caused Eugene Picker, the head of our company, to have great hopes for new quality theatres in downtown metropolitan areas," Crouch said.

Present plans are for a theatre of something between 1,050 and 1,100 seats. Loew's hopes to start razing the present theatre in October, making it possible for the new theatre to be in operation early next year. One possibility would be to try and get "Ben Hur" as the opening film.

Carrington Services

(*Continued from page* 1)

Inc. Services will be at the Church of the Recessional and interment in Forest Lawn Cemetery.

Carrington, who died on Friday, was one of the original founders of Altec Service Company (now Altec Companies, Inc.) and a pioneer in the introduction of sound into the motion picture industry. He also made outstanding contributions in the field of sound engineering, especially in the design of presently accepted standards for high quality theatre and home loudspeaker systems.

Upsurge Along Broadway

(*Continued from page* 1)

the top ones" at the huge Rockefeller Center showplace. The recipient of some glowing reviews from the New York film critics, the picture grossed $111,000 in its first four days and is expected to turn in a "terrific" $175,000 in the first full week.

Columbia's "Middle of the Night" enjoyed a combined gross of $36,778 in the first five days of its dual engagement at the Forum and Trans-Lux 52nd St. theatres. At the eastside Trans-Lux, where $16,053 was registered through Sunday, business was reportedly the biggest for an opening five days in the theatre's experience. At the Broadway Forum, formerly known as the Odeon, the total of $20,725 has been topped only once, according to reports, and that was during a holiday week. The combined seating capacity of the two houses is under 1,350.

Crosby Film Strong

"Say One For Me," the 20th Century-Fox musical starring Bing Crosby and Debbie Reynolds, opened Friday at the Paramount, and is turning in the best performance at the theatre since "The Young Lions" in April, 1958, managing director Robert K. Shapiro reports. The picture grossed $35,000 over the Friday, Saturday and Sunday period.

Paramount's "The Five Pennies," Starring Danny Kaye, was another picture opening last week which received enthusiastic press accolades, and it is heading for a $62,000 first week at the big Capitol Theatre on Broadway. Thursday through Sunday, the musical biography of Red Nichols grossed a "very smart" $47,000, reportedly the best gross the Capitol has turned in this year for that period.

Meanwhile United Artists' "Some Like It Hot," which opened the refurbished Loew's State Theatre 12 weeks ago, continued its record pace there last week with a gross of $37,544, an increase of 12 per cent over the past two weeks and well ahead of ticket sales for the eighth and ninth weeks, according to Eugene Picker, president of the theatre circuit. In 12 weeks at the house, the comedy grossed approximately $580,000.

'Say' Big Out-of-Town

Fox's "Say One for Me" was also reported yesterday to be doing top business out of town. After breaking records in opening engagements in St. Paul, Minneapolis, Boston, Milwaukee and Jacksonville, the film held up in holdover time and racked up new records in subsequent openings.

Typical figures were: Birmingham, Alabama: $9,149 (4 days); Metropolitan, Houston: $11,393 (4 days); State, Minneapolis, $16,518 (first week); Paramount, St. Paul, $12,057 (first week); Circle, Indianapolis, $7,159 (4 days); Florida, Jacksonville: $7,265 (5 days); Fox, Detroit: $9,545 (3 days); Des Moines, Des Moines: $5,018 (4 days); Memorial, Boston: $16,405 (three-day weekend); and Majestic, Dallas: $7,421 (3 days).

'Pacific' Looms As Top Release for 20th-Fox

The special 35mm release of "South Pacific" looms as 20th Century-Fox's most successful attraction since "The Robe," according to general sales manager Alex Harrison. The attraction, which has just gone into general release, opened to sensational business in each of its situations, he said. Now, with reports received from its subsequent openings, the sales departments expectations are being exceeded.

"The success of 'South Pacific'," Harrison said, "has again confirmed the original reaction to the film in Todd-AO. Here is a tremendous family entertainment."

Harrison cited situations around the country where the Todd-AO "South Pacific" had played for many months, but where the 35mm version was proving its extraordinary strength.

T-LT Acquires Theatre

WASHINGTON, June 22. — The Trans-Lux Theatres Corp. has acquired the Playhouse Theatre here from the Lopert interests. Trans-Lux already operates the Trans-Lux and Plaza Theatres here, under the direction of Ed Rosenfeld. The Playhouse is a 456-seat theatre which originally operated as an art theatre but more recently has had a general first-run policy.

Minimum Wage

(*Continued from page* 1)

of the United Theatre Owners of Illinois; Jack Kirsch, president of Allied of Illinois; and David Wallerstein, president of Balaban & Katz Theatres of Chicago, that House Bill 1524, which would have imposed a $1 per hour minimum wage requirement on theatres as well as other industries, had been amended by the Illinois State Legislature to exempt theatres from its coverage.

The vote, which occured late last week, was 67-51 in favor of the exemption amendment introduced by state representative George P. Coutrakon of Springfield. This was the second attempt by the Illinois legislature in its current session to write minimum wage legislation which would have applied to theatres. An earlier version was amended in Committee to exclude theatres.

Kerasotes, Kirsch and Wallerstein said that "this latest development appears to dispose of all legislation affecting the theatre industry in Illinois for this session."

TelePrompTer Moves

CHICAGO, June 22.—TelePrompTER Corporation today announced the relocation of its Chicago offices to new, more spacious quarters at 316 North Michigan Avenue. Ted Boisumeau will continue as manager of the new offices.

TENT TAL

Variety Club New

CHICAGO — Dedication of $750,000 Variety Club Research ter at the La Rabida Jackson Sanitarium was attended by ove persons, with the ceremonies the direction of Albert Pick, Jr., ident of the Pick Hotel chain. new project will be devoted t treatment of children suffering rheumatic fever and rheumatic disease.

△

DETROIT — Variety Club o troit will hold its annual Golfing on June 29 at the Tam O'Sh Country Club. Door prizes and ming are included for those wh not tour the links.

△

MIAMI — Tent No. 33 alread realized more than $1,500 benefit the first annual Memorial Day Car Races held at Masters Field, locka, for the benefit of the V Children's Hospital.

△

GRAND RAPIDS — The a outing of the Grand Rapids V Club will be held July 21, Green Ridge Country Club. The ly golf tournament of the org tion will be held at the same ti

△

NEW ORLEANS — Frank La newly-elected chief barker of No. 45, has slated a special m to be held at club headquarters request of George Hoover, In tional executive director, and Bostick, international represen who will be in town and who asked to meet with as many me as possible. It will be an ope cussion meeting, following a " treat" supper.

△

PITTSBURGH—The hospital ing at Variety Club's Camp O'C has been dedicated to televisio tion KDKA-TV, in appreciation station's many telethons in aid o Number One. Last week's te netted $101,000 for the camp's privileged children.

△

CLEVELAND — Norman We Universal branch manager, has named Variety Club dough guy the unexpired term of Irving M who has been promoted and shif Pittsburgh as branch manager for National Screen Service.

'Chatterley' Decisio Is Seen Next Monda

From THE DAILY Bureau

WASHINGTON, June 22.— preme Court decision on the co tionality of New York State cens of the film version of "Lady C ley's Lover" is likely next Mon

The court hopes to finish its t term then and recess for the su and traditionally disposes of all a cases before its recess.

FIRST OPENINGS

Buddy Adler's production of Rodgers and Hammerstein's

SOUTH PACIFIC

NON-RESERVED-SEAT POLICY

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IN EVERY SITUATION!

ASK THE EXHIBITORS IN

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Available everywhere in 35mm. prints as a Special Attraction!

The hottest story in the industry today is the 20th-Fox success story... See Page 7!

Television Today

'Riverboat' Slated As Top Fall Show

By SAMUEL D. BERNS

HOLLYWOOD, June 22.—NBC has an odds on entry to capture the prime time derby of new fall shows when it launches "Riverboat." This "handicapper" chanced on the activity surrounding NBC's biggest investment in an hour-length film series, on the Revue-Universal studio lot.

The "Riverboat" moored to a landing on the back lot's river, augmented a group of impressive interior sets constructed on one of the sound stages. Producer Jules Bricken remarked that the riverboat, which made the "heartland of America," symbolizing an era in American history (1840) that established our democracy, would in itself play a starring role in the series.

Viewing the series as a pace-settter for quality programs, time-slotted for Sundays 7 to 8 P.M., over the NBC-TV network, Bricken, in an interview at the studio's commissary, referred to the research that went into this project to bring to light a colorful time in the development of America through stories combining action with drama of the period.

McGavin, Reynolds in Lead

The series is destined to attract a wide variety of good picture names to support its two sustaining leads, Darren McGavin and Burt Reynolds, since its characters are drawn from the social register of New Orleans to the frontiersmen and fur trappers of Missouri. Already enlisted are names like Aldo Ray, Barbara Bel Geddes, Louis Hayward, Biss Bishop and Nancy Gates for only one segment. Bill Bendix, John Kerr, and Elizabeth Montgomery topline another segment. Eddie Albert and Debra Paget were going through a scene under Richard Bartlett's direction for another episode of the initial 13 programs purchased by NBC from Revue when we visited the set.

Top cameramen like Lionel Lindon, Ray Renahan and Jack Russell have been set to grind out the footage. Elmer Bernstein is creating a musical background.

Acquires U.S. TV Rights To Russian Ballet Films

An arrangement with the Russian government for the American television rights to more than three hours of newly-produced color and sepia films of the Bolshoi, Georgian and Moscow Ballets, the Moiseyev Dancers and the Red Army Ensemble, has been completed by Joseph Harris, president, and Sig Shore, vice-president, of Art Theatre of the Air, Inc. The films have been acquired strictly for television release, Harris and Shore said and will not be shown theatrically in this country.

No decision has yet been made as to whether the films will be released for a network telecast or sold on a syndicated basis.

Who's Where

Fred Briskin, Screen Gems production executive, has been elevated to independent producer status, whereby he will head his own production company, which has entered into a long-term financing and releasing arrangement with Screen Gems.

□

The appointment of **James Thrash** as manager of the Atlanta office of CBS Films Inc. was announced by **John F. Howell,** vice-president and general sales manager. **Thrash** replaces **James H. McCormick** who was recently brought to CBS Films' New York office to become an account supervisor.

□

George Faber, currently midwest manager for CBS Newsfilm, will become manager of publicity, CBS Films —Hollywood, effective Monday, July 20, it was announced by **Robert A. Fuller,** director of publicity for CBS Films Inc. In the newly-created position, Faber will be responsible for publicity coverage of all CBS Films activities in Hollywood. His headquarters will be located in the KNXT building.

NAB Asks Fast Action On 'Equal Time' Issue

From THE DAILY Bureau

WASHINGTON, June 22. — The National Association of Broadcasters Board of Directors went on record in favor of some immediate action to remedy the recent Federal Communications Commission equal time decision. The FCC held that all political candidates were entitled to equal time on radio and TV newscasts. A Senate Commerce subcommittee is holding hearings on the problem, and the House Commerce Committee starts similar hearings late this month.

The NAB board, while urging immediate action to handle the newscast problem, also reaffirmed its opposition to the entire "equal time" section and urged eventual repeal.

NAB membership now stands at 333 TV stations, seven radio and TV networks, and 1,945 radio stations, a "substantial gain" over three months ago, the board was told. The board renewed the contract of NAB president Harold E. Fellows through June 30, 1961, and expressed hope he would continue until retirement in 1964.

REVIEW:

Pier 5, Havana

United Artists

Keyed to the headlines of the recent political revolution in Cuba, this Premium Pictures presentation is good fodder for the action houses, where such a combination of timeliness and fast-paced adventure has been known to pay off in spades. Since it is probably the first theatrical feature to deal with events involving the Fidel Castro regime, "Pier 5, Havana," is tailor made for the millions who have been following every move of the bearded revolutionary.

The screenplay by James B. Gordon, from a story by Joseph Hoffman, is merely adequate, at best, as are performances by a cast headed by Cameron Mitchell. But it is the Cuban background that makes the difference for this Robert E. Kent production.

Mitchell is an American airport operator who flies to Havana to search for his friend Logan Field, who has been reported missing in the recent revolution. With the aid of Michael Granger of the Havana police, he meets Allison Hayes, Field's wife, with whom he himself was formerly involved. Since Field's disappearance, she has been the mistress of financier Eduardo Noriega.

Learning that Field was working for boat builder Otto Waldis, Mitchell becomes too inquisitive for his own good and is beaten by local thugs, who warn him to end the search and return to the U.S. This only quickens his interest in the mystery, however, and his sleuthing soon turns up evidence that Batista sympathizers are planning to bomb Havana and Castro's headquarters. Through the efforts of Mitchell, Miss Hayes and Field, who suddenly escapes from secret imprisonment and expires almost as quickly, the ring is wiped out and the safety of Havana is assured.

Directed by Edward L. Cahn, "Pier 5, Havana," moves swiftly through its 67 minutes of running time. Little advantage, surprisingly, is taken of the Havana location, since the majority of scenes are interiors. Here and there is spotted a bearded soldier for good effect.

Running time, 67 minutes. General classification. Release, in July.

WARREN G. HARRIS

Mich. Allied Outing

DETROIT, June 22.—Allied Theatres of Michigan, Inc., will hold its annual summer outing Thursday, July 16, at the Midland Country Club, Midland, Mich. The program includes golf. An afternoon discussion panel open to all will be in two parts: Briefing on recent developments and round table discussion of exhibitors' problems.

Hall Books 'Northwest'

The 121st Metro-Goldwyn-Mayer release to play Radio City Music Hall will be Alfred Hitchcock's "North by Northwest." It has been booked as the next attraction there.

G.G. Kerasote

(*Continued from page* 1)

Fonda Hotel he called the need more product "the key to the ind try's future."

"We must have more pictures all our theatres," he said, "not just big down-town houses, but our dr ins and our small theatres too—and rental terms that are fair and reas able."

Noting an upsurge in theatre tendance, Kerasotes credited it t diminishing of the impact of tel sion on theatres. "What has brou them back to our theatres, now their interest in free old movies TV is waning?" "Obviously, good tures. And what is needed to k them coming? More good pictu lots of them."

Points to Last Year

The TOA head expressed conc that so far in 1959 only 80 films h either been completed or are be shot in Hollywood. This compares said, with 94 a year ago. "Unless fires are lighted in Hollywood, other new sources of product de oped very quickly, the total num of films to be distributed by the m companies in 1960 will be less t we had last year, and less than will have this year."

"How long can multiple cha houses, which play three bills a w and require 312 pictures a year, by on an output of some 225 films and a handful of reissues?" K sotes asked.

In addition to the problem of p uct shortage, he said, there is difficulty of "being able to get w pictures are available at terms can afford to pay and still mak reasonable profit and keep our t tres up-to-date." He said this issu particularly pressing insofar as s theatres are concerned and revie suggestions he recently made as what could be done to keep t theatres in operation. He urged film companies to sell pictures to s theatres on flat terms and "by dozen instead of by the piece."

Urges Exploitation

Touching on exploitation, the T president suggested the New Me exhibitors follow the lead of the operators in the Great Plains St in pushing area saturation open with big promotion campaigns.

Kerasotes also urged continued hibitor support of the American C gress of Exhibitors; reported prog on the Army-Navy camp film com tion problem and efforts to se theatre exemption from minim wage legislation; called for vigil in the toll-TV battle; and asked operation with the program of Council for the Improvement of T tres and Motion Picture Projectio

Arthur Varady, 65

CLEVELAND, June 22.—Ar Varady, 65, projectionist at the M land Theatre here and a veteran o years in the field, died in Lake Hospital following a brief illness. is survived by his wife and daughters.

George Stevens' production of

'DIARY OF ANNE FRANK'

CONTINUOUS-RUN POLICY

SMASH!

in SOUTHERN CALIFORNIA

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PEOPLE

Mead Walworth, sales promotion manager of Westrex Corp., was guest of his company at a luncheon yesterday to celebrate his 35 years with the organization.

□

Adrian Worker has been named general manager of Shepperton Studios, London.

□

Vincent Trotta, a former president of Association of Motion Picture advertisers, has been named chairman of the nominating committee which will name a new slate of officers to serve the organization during the 1959-1960 season.

□

Jack Felix, manager of Allied Artists' Denver exchange for the past seven years, has resigned effective July 15.

□

George Murphy, vice-president of Desilu Productions in charge of public affairs, has been elected to the board of trustees of the Pasadena Playhouse, filling the vacancy left by the death of **Cecil B. DeMille.**

□

Richard Reding, owner of the Lyn Auto Theatre, Strasburg, Ohio, has enrolled his operation in Independent Theatre Owners of Ohio.

□

Al Dengler has been named assistant student manager at Loew's Penn Theatre, Pittsburgh, succeeding **Marty Giehrl,** who was recently promoted to assistant manager.

Ruling Next Monday on Goldwyn Suit Re-Trial

Special to THE DAILY

SAN FRANCISCO, June 22.—Chief Federal Judge Louis Goodman, at the request of counsel for Fox West Coast Theatres, today postponed until next Monday the Samuel Goldwyn antitrust suit against National Theatres and its subsidiaries.

The court had been scheduled to assign a judge today to read the transcript of the $2,000,000 case heard last year by District Judge Edward P. Murphy, who died before giving a decision, but Arthur B. Dunne, attorney for FWC, one of the defendants, said his clients wanted a week more of time to decide whether to agree to standing on the testimony in the Murphy trial or press for a complete re-trial.

REVIEW:

The Son of Robin Hood

Argo—20th Century-Fox—CinemaScope

IN "THE SON OF ROBIN HOOD," 20th-Fox has what must certainly turn out to be one of the most exploitable pictures scheduled for release in the big-grossing Summer season. This British-made production, starring Al Hedison (of "The Fly") and June Laverick and filmed in lovely De Luxe Color and CinemaScope, is a rousing Sherwood Forest adventure that should delight the young fry and interest a large number of their more elderly companions. The narrative is simple and straightforward, but it also is full of swashbuckling action and intrigue, and even some romance that is not without its homorous moments.

The story, as 20th-Fox is emphasizing in its ad-publicity material, is "all new," being set in a period some 20 years after the death of the original Robin Hood and having to do with the attempts to overthrow a newly risen tyrant, the Black Duke des Roches, played in fine style by David Farrar. The plot is set in motion when Robin Hood's old pals headed by Little John and Alan Adale, now somewhat long in the tooth, gather his old band together to plan their strategy against the Black Duke.

They all agree that Robin Hood's son, reported to be living in Spain, should be brought back to inspire and lead their forces. However, when the "son" returns, "he" turns out to be a daughter, Miss Laverick. Knowing that the band might find it hard to follow a dame, into battle anyway, Little John pursuades young Hedison, the swashbuckling brother of the regent whom the Black Duke has jailed, to pose as the son of Robin Hood, with Miss Laverick tagging along as his page.

The adventures that ensue are fast-paced and fun, with time out for some inevitable romantic by-play between Hedison and Miss Laverick. The stars look fresh and perform with spirit, and receive good support from Marius Goring, as the ill-fated regent; George Colouris, as Alan Adale, and George Woodbridge as Little John, among others. The physical production and the color photography are first rate.

George Sherman both produced and directed from the screenplay by George George and George Slavin. It is an Argo production.

Exhibitors should also take note of the title song which is not in the picture but which 20th-Fox commissioned to exploit the film. It is simple and bouncy with the kind of big beat that kids will find easy to repeat.

Running time, 81 minutes. General audience classification. Release, in July.

VINCENT CANBY

Joseph Dolgin Dies

HARTFORD, June 22. — Joseph Dolgin, 65, Connecticut film pioneer, is dead, after a brief illness. Associated for many years with the Park St. Investment Company, owners of suburban Hartford theatres, Dolgin also served as film buyer-booker for the Pine Drive-In Theatre, Waterbury, and was connected with the Pike Drive-In Theatre, Newington earlier.

Dick McKay to Disney

HOLLYWOOD, June 22. — Dick McKay, recently director of advertising at American International Pictures and long-time head of the ad department for Pacific Drive-in Theatres, has joined the advertising department of Walt Disney Studios in Burbank.

Col. Executives Here For 3-Day Sales Meets

Columbia's top sales executives in the U.S. and Canada arrive in New York today for three days of business meetings beginning tomorrow. Rube Jackter, vice-president and general sales manager, will preside at the top-level conference between the company's division managers and home office sales executives.

Tonight, the visiting executives will attend a special invitational screening of Otto Preminger's "Anatomy of a Murder," which Columbia is releasing world-wide. The opening session of the three-day meeting will get underway tomorrow morning at the Savoy Hilton Hotel.

Record Tot

(*Continued from page* 1)

feel the two bills there will not
but obviously they can't be writte
completely until actual adjourn

The six Pennsylvania bills, by
trast, are surrounded by consider
activity. Industry watchers are pa
ularly concerned about several of
Pennsylvania bills which, they
typify "a new look" in censorship
designed to get around recent
preme Court decisions limiting
censorship laws. "The new look sl
up as a bill which permits state
sor to ask to see a film any time
its first showing. After seeing it,
censor may cut it, ban it or rate
an adult film—regardless of the
that the exhibitor may have paid
the picture and for advertising c
Then the exhibitor must prove the
is not obscene; under most exi
laws, the burden of proof is on
public authority.

Pennsylvania, Ohio Excluded

Here is a run-down, exclu
Pennsylvania and Ohio, of what
legislatures have done in the fiel
motion picture censorship:

California—defeated a criminal
tute bill;

Florida—voted down two ce
ship bills in committee;

Connecticut—defeated a censo
bill;

Maryland—defeated a classific
bill but passed a criminal statute

Nevada—a censorship bill die
committee;

New Mexico—defeated a censo
bill;

New York—defeated four bil
clarify its existing censorship la

Wisconsin—defeated a crimina
tute bill.

All these state legislatures but
consin have adjourned.

In addition to motion picture
sorship, bills were introduced in
states—New York and Minneso
censor television programs. Both
defeated.

Frisco and Vancouve

(*Continued from page* 1)

nounced by president Jack L. Wa
in whose honor the global drive
conducted.

The two branches wound up
tie for first place and dupl
awards have been presented to b
managers Al Shmitken of San
cisco and Earl Dalgleish of Va
ver. Second place award went to
Tomlinson, Jacksonville, Fla.;
place to Don Tullius, Okalhoma
and fourth place to Keith K.
Salt Lake City.

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MOTION PICTURE DAILY

Concise and to the Point

VOL. 85, NO. 120 NEW YORK, U.S.A., WEDNESDAY, JUNE 24, 1959 TEN CENTS

Premiere Plans

Will Implement Soviet Film Pact Friday

Company Heads, Foreign Managers to MPEA Meet

Implementation of the State Department's cultural exchange agreement on Soviet and American films will be undertaken at a meeting of company presidents and foreign managers with the board of directors of the Motion Picture Export Association here on Friday.

Eric Johnston, MPEA president, is expected here from Washington for the meeting. He probably will leave for Berlin after the meeting to make a visit to the Film Festival there.

It is expected that arrangements to

(*Continued on page 7*)

'Earth Is Mine' Has Dual Premiere Tonight

Special to THE DAILY

SAN FRANCISCO, June 23.—Spearheaded by Mayors George Christopher of San Francisco and Clifford Rishell of Oakland, great excitement has been generated in the two cities over tomorrow night's world premiere of "This Earth Is Mine." Climaxing Universal-International's month-long

(*Continued on page 6*)

Edward DeGray Named to Head of ABC Radio

Edward J. DeGray has been elected president of the American Broadcasting Company Radio Network, it was announced by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc.

DeGray has been with ABC Radio since October 1955 when he was named national director of station relations. He was elected vice-president in charge of station relations for the network in February 1957 and became vice-president in charge of the ABC Radio Network in March 1958.

TELEVISION TODAY—page 6

WB Eyes All Markets, Says Cohen; Sees Tastes Same Around World

By SAMUEL D. BERNS

HOLLYWOOD, June 23.—Properties in Warner Bros.' new production program of 34 pictures at an investment of $85,000,000 were selected from the point of view of subject matter with an eye on the foreign market as well as the domestic. This was reported to the company's international sales executives from 29 foreign countries at special meetings here yesterday and today, following general sales meetings at the Hotel Ambassador here last week.

Wolfe Cohen, president of Warner Bros. International Corp., addressed the group, who carried their program of sales meetings over to this week to complete a series of screenings

(*Continued on page 7*)

S.C. Theatres Defy State's 'Blue Laws'

Special to THE DAILY

SPARTANBURG, S. C., June 23.—At least three theatres in South Carolina defied the ancient Sunday "blue laws" by opening their houses this week. Theatres at or near Rock Hill, Lancaster and Hartsville were operating Sunday, and several additional

(*Continued on page 6*)

Delaware Theatres Gird For Sunday Bill Fight

Special to THE DAILY

WILMINGTON, Del., June 23.—Exhibitors throughout the state are preparing to oppose a bill introduced in state legislature that would impose

(*Continued on page 6*)

Columbia Sales Meeting To Discuss New Films

Merchandising policies to be followed on Columbia Pictures' upcoming product line-up will be the primary topic of discussion at the opening session today of a three-day company series of sales meetings at the Savoy Hilton Hotel here. Rube Jackter, vice-president and general sales manager, will give the opening address and then preside over the sessions. Attending will be key home office sales executives and division managers from the U.S. and Canada.

The division managers participating

(*Continued on page 2*)

Fail in Move to Get Full Funds for IMG

From THE DAILY Bureau

WASHINGTON, June 23.—Senator Javits (R., N.Y.) tried unsuccessfully to get the Senate to vote the full $3,500,000 the Administration requested for the information media guaranty program in the year starting July 1.

The Senate voted 74 to 15 to reject his move and instead to sustain an appropriations committee decision to

(*Continued on page 7*)

Buttons Presents Variety Clubs Int'l Heart Award to Tent 35 at Dinner Here

With almost 600 persons in attendance, comedian Red Buttons last night presented the Variety Clubs International Heart Award to Tent No. 35 of New York at a gala dinner dance in the grand ballroom of the Hotel Astor.

The award was accepted by Ira Meinhardt, chief barker, and Harry Brandt, president of the Tent's Cancer Control Research Foundation. It was Tent 35's work in establishing the Foundation which won the annual Heart Award at the International convention in Las Vegas in March.

In accepting the award, Meinhardt explained that in 1957, under the leadership of Harold Klein, then chief barker, a committee headed by Jack Levin began an intensive examination of the Institute of Applied Biology and the work of Dr. Emanuel Revici.

"We discovered," Meinhardt said, "that here was a unique chemically guided approach to cancer treatment which had no counterpart anywhere in the world. This alone made it controversial. With a courage unmatched by any Variety Club tent, we in New York, ourselves not well organized, accepted the challenge. It was a long

(*Continued on page 2*)

Now Goes to House

Penn. Senate Passes New Censor Bill

Calls for 3-Man Board; Contains Special Provisions

Special to THE DAILY

HARRISBURG, Pa., June 23.—A Pennsylvania board of motion picture censors was approved by a vote of 43-3 in the Senate last night over protests of opponents as to the need for a censorship board. The measure now goes to the House for approval.

A three-member board appointed by the governor is provided under the legislation, which also makes an appropriation of $75,000.

It would require all sellers, lessors and exhibitors to register and pay registration fees. They would have to notify the board at least 48 hours before the first showing of any new film in Pennsylvania, and tell it where the picture is to be exhibited. After the first showing the censor board could request that prints be submitted

(*Continued on page 7*)

Goldwyn Will Attend 'Porgy' Bow Tonight

Samuel Goldwyn's "Porgy and Bess" in Todd-AO will have its world premiere at the Warner Theatre here tonight. In the audience will be the producer and Mrs. Goldwyn, and Mrs. DuBose Heyward, widow of DuBose and co-author with him of the novel on which the play was based.

Stars of the picture on hand for the

(*Continued on page 6*)

AIP Appoints Moritz As Advertising Head

From THE DAILY Bureau

HOLLYWOOD, June 23. — Milt Moritz has been appointed advertising director of American International Pictures, it has been announced by James H. Nicholson and Samuel Z. Arkoff.

Moritz, with the company since its inception, last held the post of assistant sales manager.

PERSONAL MENTION

JOSEPH FRIEDMAN, Paramount's national exploitation manager, returned to New York yesterday from Toronto.

•

BRUCE EELLS, executive vice-president of United Artists Television, has arrived in Hollywood from New York.

•

RICHARD CARLTON, Trans-Lux Television Corp. vice-president in charge of sales, left New York yesterday for the Coast.

•

IRVIN SHAPIRO, head of Films Around the World, has left New York for the Berlin Film Festival.

•

DELBERT MANN, director, arrived in New York yesterday from Hollywood.

•

DOROTHY DANDRIDGE and JACK DENNISON, newlyweds, have arrived in New York from the Coast.

•

ROBERT ROSSEN, producer-driector, will leave here on Friday aboard the "Niew Amsterdam" for Europe.

•

DANIEL J. BLOOMGARDEN, Beverly Hills theatrical attorney, and LORETTA KING, film and TV actress, were married recently in Las Vegas.

•

CHARLES SCHNEER, producer, will arrive in New York today from the Coast. He will leave here at the end of the week for London.

•

HUGH D. RANES, manager of the Rivera Theatre, Knoxville, Tenn., has left there with his family for a vacation in Washington.

Selwyn Rites Held

LOS ANGELES, June 23.—Funeral services for Arch Selwyn, 82, pioneer theatrical and film producer who died at Cedar Lodge Sanitarium after a brief illness Sunday, were held today at Groman Mortuary.

WANTED-NEW CUSTOMERS!
Young fella with 39 years experience desires to service dollar-wise showmen with top-quality...
SPECIAL ANNOUNCEMENT TRAILERS
at cost no higher than you now pay
Let the Prize Baby prove his superiority
Your satisfaction will be long-lasting
NATIONAL SCREEN SERVICE
TOPS IN TRAILERS!

V.C. Heart Award Presented

(*Continued from page 1*)

shot, one that we are happy to say paid off."

Others of that committees were Irving Dollinger, Charles Smakwitz, Charles Okun, Jack Bower and Meinhardt.

Meinhardt then introduced Brandt who detailed the progress made in cancer research and its expanding scope, stating that a program of education in the field was needed. Doctor Revici then was introduced by Brandt.

Tells of Need for New Approach

Doctor Revici said that in view of the limited success in cancer research, a new approach was needed. His important concept concerned dualism in cancer where abnormal changes could occur in two opposite directions. Patients have to be treated with substances of two opposite groups, frequently guided by analyses indicating dualistic abnormalcy. This type of treatment is geared to the individual patient's needs and is referred to as biologically-guided chemotherapy.

Doctor Revici said that in advanced cancer patients who are beyond the help of surgery or radiation, results obtained by this method have indicated its value and would represent, even in its present development, an important tool in the fight against cancer.

On the dais were Harold Klein, Miss Azuma, Sessue Hayakawa, Mrs. Sherman Pratt, Sherman Pratt, Dolores Wilson, Ezra Stern, Phil Foster, Edward Emanuel, James Velde, Monique Van Vooren, Charles Alicoate, Dr. Emanuel Revici, Ira Meinhardt, Walt Framer, Harry Brandt, Tina Louise, Red Buttons, George Eby, Hermione Gingold, Ray Walston, Fanny Holtzman, Ralph Preis, Jack Russell, Bess Myerson, Edward Fabian, Edward Lachman, Jack Hoffberg and Martin Starr.

Entertainment Top-Flight

Entertainment was provided by Vincent Lopez and his orchestra, Red Buttons, Hermione Gingold, Phil Foster, Dolores Wilson, Jack Russell and others.

The dinner committee was headed by Walt Framer, with Charles Alicoate as co-chairman. James Velde was ticket chairman, assisted by Charles Smakwitz and George Waldman. Herman Schleier was in charge of arrangement, with Jack Levin as co-chairman. Publicity was in charge of John Borghesi, Jerry Gast and Al Steen. Harold Klein and David Emanuel were chairman and co-chairman, respectively, of the reception committee.

'Natchez Trace' Set for 40-Theatre Premiere

Special to THE DAILY

NEW ORLEANS, June 23. — The word premiere of "Natchez Trace," film produced by Panorama Pictures, will be held July 29 in 40 theatres situated along the Natchez Trace Parkway, a distance of 450 miles between Nashville, Tenn., to the north and down to Natchez, Miss., in the south. Premiere arrangements were made by A. L. Royal and Tom Garraway, both Mississippi exhibitors and co-producers of the film.

Special Trailer Prepared

Promotion activities will include the use of a special trailer with theatre managers booking the premiere appearing in it and endorsing the film. The picture was shot in its entirety along the Parkway and at the natural bridge at Waynesboro, Tenn.

'Horse' Gross $75,179

United Artists' "The Horse Soldiers" has grossed $75,179 in 15 key situations in the South, it was announced by William J. Heineman, vice-president in charge of distribution. The total gross was amassed by the 15 key-city bookings throughout the New Orleans area over the past three days, Heineman said.

Carol Lynley to Tour For Two Fox Pictures

Carol Lynley, new 20th Century-Fox star, will tour more than 20 key cities next month in connection with her latest 20th Century-Fox releases, "Blue Denim" and "Holiday for Lovers." In several cities, she will be joined by Charles Brackett, producer, and Henry Levin, director.

The cities in Miss Lynley's schedule are New York, Boston, Philadelphia, Washington, New Orleans, Miami, Richmond, Chicago, Cleveland, Detroit, Dallas, Oklahoma City, Indianapolis, Kansas City, Salt Lake City, San Francisco, Seattle, Atlanta, Minneapolis and St. Paul.

UA 'Fugitive' Ad

United Artists placed an unusual full-page ad in Tuesday's *New York Times* announcing the start of filming in New York of Tennessee Williams' "The Fugitive Kind." The back-page display was carried by the domestic and international editions of the publications which have a total daily circulation of 620,319. The ad, prepared under the supervision of Roger H. Lewis, UA national director of advertising, publicity and exploitation, and advertising manager Joseph Gould, was placed by the Monroe Greenthal Agency.

Senate Group to Work On Minimum Wage La

From THE DAILY Bureau

WASHINGTON, June 23.—A Se ate labor subcommittee hopes to b gin executive session work on mi mum wage extension on Thursday.

The subcommittee had a sessi scheduled for today but was una to get a quorum. It has before various proposals to extend cover to larger theatres and circuits. Ev if the committee completes work, bill will get all the way through Co gress this year.

Midwest Exhibitor Uni Aids Projection Plan

Special to THE DAILY

KANSAS CITY, Mo., June 23.—T United Theatre Owners of the He of America will mail questionnaires the Council for the Improvement Theatres and Motion Picture Proj tion to all its member theatres. Pr dent Beverly Miller disclosed to that UTO's board of directors, a meeting here on June 17, had proved the aims of the Council's p gram, and decided that to insure its members took advantage of program if they wished to, it wo send questionnaires itself to all m ber theatres.

Coast Legion to Fight Academy on 'Red' Issu

From THE DAILY Bureau

LOS ANGELES, June 23. — American Legion of Los Angeles declared all-out war on the Acad of Motion Picture Arts and Scie for reinstating Communist writers top assignments in industry. The district of the legion will carry fight against these writers from opening of the organization's s convention here Thursday to the tional convention in August.

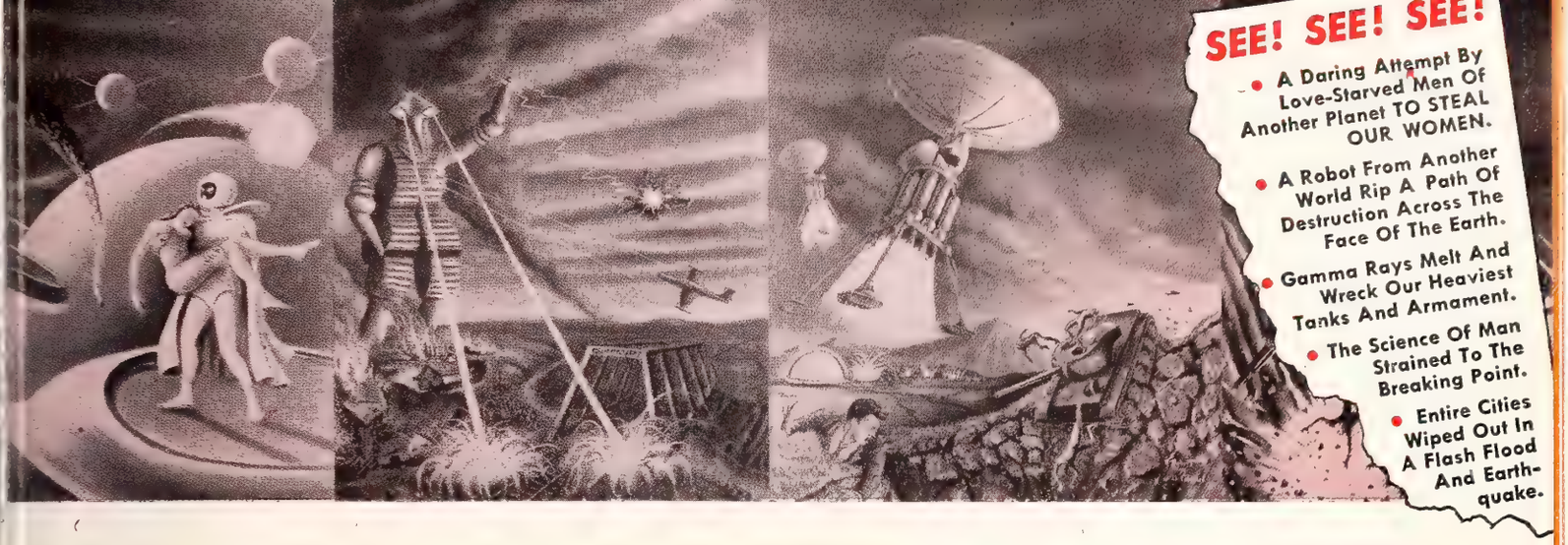
District Commander Joseph Tho son, Los Angeles attorney, prep a resolution condemned the Acad for repealing its by-laws to a known "reds" to compete for the nual Academy Awards.

'Spartacus' Halted

HOLLYWOOD, June 23. — sudden attack of flu which has fined Kirk Douglas to his home necessitated the shutting down t of the Bryna Production, "Spartac With Douglas scheduled to appe virtually every scene for the rema er of the picture, director Sta Kubrick was unable to shoot ar him.

Douglas' illness is third m mishap during the filming of "S tacus." Jean Simmons was unabl work for a month because of an e gency operation, and Tony Curtis forced out of the picture for se weeks because of split achilles ten

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Ed Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rocke Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-P dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,



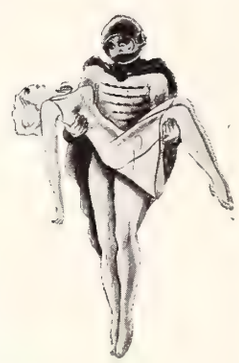
GREATEST SCIENCE-FICTION PICTURE EVER MADE!

"THE MYSTERIANS"

("INSTANT-MONEY" FROM M-G-M!)



IT HAS CAPTURED THE IMAGINATION OF THE NATION!



PROFIT PACKED PLAY-DATES!

141 IN LOS ANGELES!
81 IN INDIANAPOLIS!
31 IN CLEVELAND!
77 IN CINCINNATI!

AND MORE EVERY DAY!

BOOKED IN 225 THEATRES IN N. Y. CITY AREA STARTING JULY 1st!
BOOKED IN 125 THEATRES IN NEW ENGLAND STARTING JULY 31st!
SPREADING LIKE WILDFIRE EVERY DAY!
BOOK IT FAST! SCHOOLS OUT! IT'S SUREFIRE!

See the punch-packed press-book! An exhibitor's field day with Terry Turner Showmanship!

YOU CAN BANK ON M-G-M

TOHO PRODUCTION

WE'RE PROUD THAT THESE COLUMBIA RE

* **AVAILABLE FOR OCTOBER DATING**

THEY CAME TO CORDURA

starring **GARY COOPER · RITA HAYWORTH · VAN HEFLIN · TAB HUNTER** co-starring RICHARD CONTE
MICHAEL CALLAN · DICK YORK
Directed by ROBERT ROSSEN
A GOETZ-BARODA PRODUCTION From the Novel by GLENDON SWARTHOUT Screenplay by IVAN MOFFAT, ROBERT ROSSEN Produced by WILLIAM GOETZ · CINEMASCOPE · EASTMAN **COLOR**

* **NOW IN PRODUCTION On location in Vienna**

A MAGIC FLAME

starring **DIRK BOGARDE · CAPUCINE** with **MARTITA HUNT · GENEVIEVE PAGE** Written by OSCAR MILLARD
Directed by CHARLES VIDOR Produced by WILLIAM GOETZ · A GOETZ-VIDOR PRODUCTION
CINEMASCOPE · EASTMAN **COLOR**



ES WILL CARRY THE CREDIT...

"Produced by WILLIAM GOETZ"

NOW IN PRODUCTION On Location

THE MOUNTAIN ROAD

starring **JAMES STEWART** with **LISA LU · GLENN CORBETT**

Screenplay by ALFRED HAYES Based on the Novel by THEODORE H. WHITE
Produced by WILLIAM GOETZ Directed by DANIEL MANN · A WILLIAM GOETZ PRODUCTION

BEING READIED FOR PRODUCTION

TIME OF THE DRAGONS

Popular best seller with a Far East setting. Literary Guild selection.
Tumultuous Alfred Hayes script will bring it to the screen.

BEING READIED FOR PRODUCTION

CRY FOR HAPPY

Set in Japan, scene of the producer's triumphant "SAYONARA".
Based on the best-seller about the Navy men who take over a geisha house.

PEOPLE

Roger Scott, of Dallas, has been named to replace the late **George Tucker** as buyer-booker for Albuquerque Theatres, Inc., Albuquerque, N. M. **Tucker** died recently of a heart attack.

□

James Warner Bellah, of the Screen Writers Guild, will be the featured speaker at the fourth annual Pacific Northwest Writers Conference, a three-day meeting which will open July 30 at the University of Washington.

□

Moe Rudick, assistant to **Fred Brown,** of the Black Hills Amusement Co., Deadwood, S. D., has resigned that post to enter the insurance business.

□

Irving Marcus, who has been promoted from local National Screen Service salesman in Cleveland to manager of the NSS branch in Pittsburgh, will be honored in the former city on July 20 at a testimonial dinner in the Tudor Arms Hotel sponsored by Variety Clubs and the Salesmen's Club.

'Earth Is Mine'

(*Continued from page* 1)

promotional campaign for the dual-city world premiere of the UI-Vintage production is the presence here of Rock Hudson, who stars in the picture, co-producer Casey Robinson and featured actresses Anna Lee, Cindy Robbins and Jean Blake. The Hollywood personalities have been attracting hordes of fans everywhere they have gone.

Launching tonight's "big show" will be a pre-premiere civic dinner sponsored by the Press and Union League Club and the San Francisco Chamber of Commerce. Following the dinner a half-mile long motorcade, led by Hudson, Robinson and the Misses Lee, Robbins and Blake in open cars, will convoy all of the guests to the Golden Gate Theatre here. All of the Hollywood personalities will appear on the stage of the theatre prior to the showing of the picture. They then will depart for the T & D Theatre in Oakland in a police-escorted caravan.

Goldwyn to Attend

(*Continued from page* 1)

premiere showing will be Dorothy Dandridge, Sammy Davis, Jr., and Brock Peters. Otto Preminger, who directed the picture will attend.

The premiere is for the benefit of the American Friends of the Hebrew University and the Multiple Sclerosis Society.

musifex co., 45 w. 45 st., n.y.
music for
features
industrial films
e. robert velazco ci-6-4061

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

SAN FRANCISCO, June 23

THE DRIVE from L.A. to Frisc-beg pardon- don'e ever say anything but *San Francisco* out here or else—the 450 mile drive along route 101 was easily the most beautiful scenic vista of our entire trip. But before we get into the local news we just want to dwell on some of the nice people we talked to in Hollywood. First friend we dropped in to see was Jim Ameche (Don's brother) who's doing a bang-up job on KABC and whose recorded programs are heard in 53 cities. Jim was quite excited about his new firm's ditty, "Cinderella Doll," (Ameche Music Pub. Co.,) recorded by Johnny Ellis on Freedom Label which we'd been hearing all the way from Gila Bend, Ariz. After a visit with Jules Levey at the Beverly Hills Hotel, we had lunch with "Iz" Ruman, popular insurance broker in L.A. whose clients include stars of the screen, stage and TV. Lunching with Ruman at the Brown Derby, we ran smack-dab into Ernie Stern, an old buddy from New York, who came west some few years ago to head the ABC promotion and publicity dept. Also at the bistro lunching with Crane Wilbur, was another old pal, Ben Schwalb, who used to give us many a good news item when he was with Paramount at Astoria and who is now executive producer at Allied Artists. Tuesday morning we drove out to Santa Monica for a visit with Lawrence Welk, currently recording for Dot Records and still as wonderful a guy as he was when we first met him ten years ago at the Hotel Roosevelt when he was still unknown. Incidentally his manager, Sam Lutz flies to Europe and Israel July 2 where he will set up a p. a. tour for Welk and help launch an international Charity Drive for Israel. . . .

☆ ☆ ☆

At KMPC we again had the pleasure of talking to Ira Cook, Johnny Grant, Dick Whittinghill, Bill Stewart and Julie Rizzo and thence to KLAC where Ron McCoy took us in to see the genial and energetic program director, Arnold Marquis. Arnold, who in a short time, has done a remarkable job here, is using the experience he gained while with NBC, to good advantage. Bill Hansen and his associate Red Latham, a pair of great music men, both of whom learned the biz when they were with the "3 Little Sachs" and "Tastyeast Jesters" respectively in the '30' and 40's, set up a meeting with Al Latauska of Sunstate Distributors, who listened to the platter of "Where Can You Be" and flipped (just as Bill and Red predicted.) Al's radio station contact, Geo. Morte, likewise feels that Valentino's platter of W.C.Y.B. is slated for the tops so we went back to Arlene Golden's office at KABC, on cloud seven.

Columbia Meeting

(*Continued from page* 1)

in the conferences include: Nat Cohn, New York; I. Harry Rogovin, New England, from Boston; Harry Weiner, Eastern Pennsylvania and Southern New Jersey, from Philadelphia; Samuel A. Galanty, Mideast, from Washington, D.C.; Robert J. Ingram, Southeast, from Atlanta; Ben Lourie, Chicago; Carl Shalit, Central, from Detroit; Ben Marcus, Midwest, from Kansas City; L. E. Tillman, Northwest, from San Francisco; Norman Jackter, Southern California and Rocky Mountain, from Los Angeles; Jack Judd, Southwest, from Dallas; and Harvey Harnick, Canada, from Toronto.

Home office executives attending, in addition to Jackter, include: Jerome Safron, Milton Goodman, Vincent Borrelli, Maurice Grad, Joseph Freiberg, H. C. Kaufman, Seth Raisler, Dan Weissman, George Berman, Al Schwartz, Nat Goldblatt, Sydney Singerman, Richard Kahn and Eli Arenberg.

During their stay in New York, the visiting executives will view several of Columbia's outstanding new films.

S.C. Theatres

(*Continued from page* 1)

theatres are expected to open next Sunday.

At Spartanburg, however, where previous Sunday film operations have resulted in arrests, officers and theatres alike decided to remain closed and await the outcome of the scheduled "blue law" referendum on July 14.

Although the referendum will be advisory only, and will not affect existing laws pending action at the next session of the legislature, law enforcement authorities here have indicated they will abide by the wishes expressed in the referendum as far as enforcement activity is concerned.

Delaware Exhibitors

(*Continued from page* 1)

a five per cent tax on gross receipts over $100 collected on Sundays by any business establishment.

Only restaurants and drug stores are excepted. Delaware law now prohibits Sunday movies outside the corporate limits of a city or town, and exhibitors are preparing to defend their Sunday operations.

Fox Coast Luncheon Pays Tribute to TV

From THE DAILY Bureau

HOLLYWOOD, June 23. — Tw tieth Century-Fox executives Sp Skouras, Buddy Adler and Ma Manulis, head of TV operations, v hosts today to American Broadcast Paramount Theatres executives board members at a luncheon on studio lot, commemorating the b ness relationship through the pro tion of the initial television se "Adventures in Paradise."

Adler, addressing a group of p and TV personalities and adverti agency executives, spoke of Fox's terest in, and its dedication to, T a part of its overall program.

Leonard Goldenson, AB-PT h pointed to the TV relationship Disney and Warners, the latter ceiving 30 million dollars in TV b ness for the year, and expressed hope of duplicating such busi with Fox.

Station 'Personality' Measured in Survey

A major research study to d mine whether television stations different personalities and, if whether these "station images" i ence response to an advertiser's mercials, was presented yesterda the CBS Television Stations Div at a meeting of clients and ag executives at the Hotel Rooseve New York. It was called the firs tensive study in television to go yond existing audience measurem

The study measures viewers' tions to a station and the stat advertisers, providing a new sales for timebuyers and clients.

The study was conducted in York and Los Angeles. It inv six months preparation and the e of two independent research co nies, Institute for Motivational search, Inc. in association with ket Planning Corporation, an Aff of McCann-Erickson, Inc.

Lippert Heads Board

HOLLYWOOD, June 23. — R L. Lippert, Sr., producer and th executive, has been elected chai of board of Electrovision Corp addition to his already designate sponsibilities as secretary-treasur was announced today by Edwi Zabel, president, on behalf of directorate.

35 Years for Bullock

Fred Bullock, head of the stil partment at 20th Century-Fox day will celebrate his 35th annive with the company. He has been of the still department for 25 yea

C and G film effects.
HUGO A. CASOLARO MARTIN G
1600 BROADWAY, N.Y. 19
PLAZA 7-2098
• OPTICAL EFFECTS • STAND PHOTOGRA
• ANIMATION • TITLES
• ART WORK • B&W and C
A Complete Service for Film Produce

enn. Senate

(*Continued from page* 1)

examination. The board would e the power to cut the film, ban it, ate it as an adult film.

he board is also empowered to go ourt for an injunction to restrain showing of any picture and the imposes a penalty for violation ging from $500 to $1,000 or six ths imprisonment or both.

Burden of Proof on Exhibitor

n addition the bill puts the burden roof that a picture is not obscene the exhibitor. Under most exist- laws the public authority must ve this.

erms of the bill are interpreted by ustry observers as seeking to get nd recent Supreme Court deci- s limiting state censorship laws. peaking against a need for censor- , Senator Harry E. Seyler said: nce the dropping of the censorship in this state and every other state ires indicate we have not suffered great loss of morality or any great ease in crime."

Says No 'Dire Results' Shown

He argued that there was "appar- ly no relationship between the inci- ce of crime and censorship," and l no one has presented a case to w "any dire results because of the of censorship."

eyler also raised the question of ether the act would apply to vies shown on television, declaring t if not "we should seriously con- er whether we want to take sides h one industry and help drive an- er out of business."

he chief proponent of the measure, ator Hugh J. McMenamin, argued t film censorship is needed if juve- delinquency and other crimes are be curbed.

MG Move Fails

(*Continued from page* 1)

e the program only $3,000,000. e House voted $2,500,000, but key use members indicated they would happy to accept the Senate's fig- . After rejecting Javits' proposal, Senate passed the bill.

he program permits the govern- nt to guaranty book publishers, film npanies and others the convertibil- of funds received in certain foreign ntries. Motion Picture Association sident Eric Johnston urged an im- diate appropriation of $5,000,000 the program and an eventual ap- priation of $16,000,000.

he Senate approved bill also in- des $101,757,300 for the U.S. In- mation Agency, $200,000 above the use figure and $4,354,700 below budget request.

len Alden Names Two

The Glen Alden Corporation yes- day announced the appointment of rold A. Ketchum as executive as- ant to the president, and Rocco J. Fonso as treasurer of Glen Alden l its subsidiaries.

RKO Theatres is a division of Glen den.

REVIEW:

The Man Who Could Cheat Death

Hammer—Paramount

HARTFORD, June 23

A SURPRISINGLY effective, even literate treatment on the oft-used premise of man prolonging life through scientific research and accumulated formulas, is readily evident in this Hammer Production, released by Paramount. Michael Carreras produced and Terence Fisher directed from screenplay by Jimmy Sangster, from Barre Lynton's play.

Anton Diffring, who's been seen on American screens through a succession of quality imports, is teamed with Hazel Court and Christopher Lee, plus a predominantly European roster of thespians, against a Victorian setting, mood and conversation. The pivotal character is Diffring, a highly-sensitive man of science, who would unravel, as his predecessors vainly strived, the secrets of origin and departure. Not long after the initial sequences are flashed on, it's learned that Diffring is well over 100 years old, looks less than half that age. A scientific friend, admittedly 89, arrives, informs Diffring that additional thyroid surgery is needed to maintain the illusion built by drugs and other stimuli.

From this point, the climactic moment is just around the corner, so to speak, as Diffring finds himself reaching drastic measures. Murder and mayhem take over and science is relegated to lip service. The finale finds Diffring aging his true years, les gendarmes dash into the laboratory, see Diffring burning up from solution, the pretty young thing (Miss Court) happily grasping hero Christopher Lee's arms, and another unhappy episode draws to a reluctant close.

One final word of praise for Hammer: "The Man Who Could Cheat Death" is not, by any stretch of the imagination, a cheaply-filmed adventure. It reflects top production values, and acting is far from slipshod.

The Technicolor print is something to behold.

Running time, 83 minutes. General classification. Release, in September.

A.M.W.

Soviet Pact

(*Continued from page* 1)

decide which of the seven Soviet films included in the State Department agreement will be distributed by what American company will be made at the meeting.

In addition, arrangements for the premiere of the first Soviet film to be released here, and possibly of the subsequent ones, will be made, it is expected. As reported in MOTION PICTURE DAILY on June 11, there is no expectation that the first Soviet exchange film can be premiered in this country before early fall, at the soonest.

The supposition some time ago was that the initial premiere would be held in Washington with high government officials in attendance, corresponding with a comparable premiere for the first American film to open in Moscow.

No specific formula for allocating the seven Soviet films to the seven major American distributors is known to have been decided on yet, but it is possible that the seven companies will draw numbers from a hat, the number each draws to determine the order in which the seven will choose the Soviet film it prefers to handle.

'Hound' to Victoria

United Artists' "The Hound of the Baskervilles," starring Peter Cushing as Sherlock Holmes, will open at the Victoria Theatre here, July 3.

World Markets

(*Continued from page* 1)

which had already been attended by the American sales force in their respective territories. The foreign sales executives left here today for their home bases.

"Public tastes are generally the same around the world—a good picture in Kalamazoo, Michigan, is a good picture in Sydney, Australia or in Stockholm, Sweden," Cohen said. "The non-acceptance of pictures merely because they were 'movies' equally applies in most territories where television opposition is strong as well as in those countries where there is no television opposition."

Regional Conferences Held

As directed by Cohen, his international unit divided into groups for meetings for the following three days of the convention. Arthur Abeles, managing director for the Warner Bros. interests in the U.K. and newly appointed continental manager, along with Mike Havas, recently appointed continental sales manager, held conferences with the men under their jurisdiction. The three Latin American supervisors, Ary Lima, Brazil; Peter Colli, Cuba; and Armando Trucios, of Mexico, held meetings with members of their group. Berry Greenberg and Jack Dagal, supervisors for Australia and Far East respectively, conferred with their managers.

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"A HOLE IN THE HEAD"

with JOI LANSING · CONNIE SAWYER / and introducing EDDIE HODGES (The Wonder Boy of "The

screenplay by ARNOLD SCHULMAN / music by NELSON RIDDLE

produced and directed by FRANK CAPRA

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THRU UA

40th *Anniversary* / 19

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 85, NO. 121 NEW YORK, U.S.A., THURSDAY, JUNE 25, 1959 TEN CENTS

eet Slated Saturday

ee Reelection f Will Rogers lospital Slate

fficers and Directors Visit Hospital Friday

Reelection of all officers of the Will gers Memorial Hospital and Re-rch Laboratories at Saranac Lake, N. Y. headed by Abe Montague, president, is expected at the annual meeting of the board of directors to be held at the Edgewater Motel, Schroon Lake, N. Y., on Saturday.



A. Montague

A delegation of about 60 hospital directs and their guests will leave the

(*Continued on page 2*)

'outh-Test' Slated for Blue Denim' Campaign

Twentieth Century-Fox's special mpaign on "Blue Denim" will be outh-tested" through a market re-rch program in coordination with gional advertising and publicity nagers throughout the United tes, it was announced yesterday by e-president Charles Einfeld.

The campaign devised by the Ein-d department will be taken into key

(*Continued on page 7*)

PEA Companies to File ew Japanese Data

Motion Picture Export Association mbers at their meeting here this ek agreed to file the additional in-mation sought by the Japanese ance Ministry in a franchise ques-nnaire concerning the companies' erations in Japan.

The Finance Ministry has advo-

(*Continued on page 7*)

Skouras Hailed for Leadership in Internationalizing U.S. Pictures

Spyros Skouras is described as the man who "led the way in internationalizing U.S. movies" in an article giving a character profile of the head of 20th Century-Fox in current issue of *Life International*. Written by Robert Coughlan, the article is one in a series on "Great Immigrants" being published by the magazine. The headline reads: "Ex-Greek with Gifts in Hollywood."



Spyros Skouras

Describing the trend in Hollywood toward producing films abroad and the emphasis on making pictures that will have an appeal in the foreign market as well as domestic, Coughlan writes: "No man in Hollywood views this metamorphosis with a more benign expression than Spyros Skou-

(*Continued on page 7*)

Plan Last-Ditch Fight On Pa. Censor Bill

A determined fight to block passage of the proposed new Pennsylvania censorship law which passed the state senate Tuesday night will be made by the industry, it was learned yesterday.

Manning Clagett, legislative representative for the Motion Picture Association, and James Clark of Clark Film Service, Philadelphia, will head the effort to enlist opponents of the measure throughout the state before further committee and house action is taken on it.

They will be assisted by the field organization of the Council of Motion

(*Continued on page 7*)

REVIEW:

Porgy and Bess

Samuel Goldwyn—Columbia—Todd-AO

SAMUEL GOLDWYN'S production of "Porgy and Bess" may well prove to be the best ever given the George Gershwin-DuBose Heyward classic in its not inconsiderable years on world stages. Technically, it is a shining example of just how good a modern motion picture can look and sound, and play, when the finest in craftsmanship and appurtenances are combined with outstanding talents, great music and story. Add to these the greater fluidity and dimensions of the screen and the description of Goldwyn's "Porgy" as the best ever need not seem rash.

In any event, Goldwyn and the screen have given "Porgy" and its familiar music a setting in which it is fresh and new and vibrant, as though this "Porgy," at least, had never before been produced, which, of course, it has not. Its newness and its freshness, in addition to its general excellence, will endear it to all who see it, whether they see it for the first time or the twentieth.

The production shines with memorable individual performances, from the principals down to numerous just-right character roles. Sidney Poitier as Porgy, Dorothy Dandridge as Bess, Brock Peters as Crown, Sammy Davis, Jr. as Sportin' Life and Pearl Bailey as Maria are outstanding. But crowding them closely for individual acting honors in lesser roles are such fine performers as Ruth Attaway, as the God-fearing woman

(*Continued on page 8*)

Sept.–Dec.

Columbia Will Release 14 In 4 Months

Jackter Tells Sales Meet Of Plans for Merchandising

Columbia Pictures will release a minimum of 14 pictures from September through December this year, Rube Jackter, vice-president and general sales manager, told top home office executives and division managers yesterday. He spoke at the first session of a three-day sales meeting the company is holding at the Savoy Hilton Hotel here.



Rube Jackter

Jackter said the program for the

(*Continued on page 8*)

Loew's Theatres' Net $375,100 for Quarter

In its first quarterly financial report since its separation from Loew's Inc. on March 12, Loew's Theatres and subsidiary companies yesterday announced net income of $375,100 for the 12 weeks ending June 4. The income is equivalent to 14 cents per share on 2,668,389 shares of common stock outstanding.

Gross revenues for the quarter amounted to $10,207,000.

The company also said yesterday that at a meeting on June 19 the

(*Continued on page 7*)

Du Mont Stockholders Reelect 10 Directors

Special to THE DAILY

CLIFTON, N. J., June 24.—All ten directors of Allen B. Du Mont Laboratories, Inc., were re-elected at the annual meeting of stockholders here today.

The directors are Barney Balaban,

(*Continued on page 8*)

PERSONAL MENTION

STAN MARGULIES, Bryna Productions advertising-publicity director, has arrived in New York from Hollywood.

•

JACK M. WARNER, head of Jack M. Warner Productions, will return to Hollywood today from New York.

•

JOHN D. LEVINE, of Hearst Metrotone News, will leave here for London today via B.O.A.C.

•

WILLIAM RICHARDSON, president of Capital Releasing Corp., and CHARLES SIMPSON, vice-president, have left Atlanta, the former for Knoxville, Tenn., the latter for southern Georgia.

•

JAMES A. NICHOLSON, president of American International Pictures, will leave Hollywood at the weekend for New York.

•

MAURICE W. SHULMAN, of the Webster and Rivoli theatres, Hartford, is recuperating from surgery.

•

R. M. KENNEDY, president of Alabama Theatres Association, Birmingham, has returned there from Florida.

•

DICK DICKERSON, Schine circuit booker, was in Albany, N. Y., from Gloversville.

•

MRS. EMERY MCEVERS has given birth to a boy in Atlanta. Father is owner of the Filmrow Soda Co.

•

MERVYN LEROY, producer, will leave Los Angeles this week for Hawaii and the South Sea Islands.

•

PAUL JAULUS, publicist, left New York yesterday for London via B.O.A.C.

•

BARBARA COHEN, daughter of BARNEY COHEN, manager of the Arcadia Theatre, Philadelphia, will be married in December to CHARLES N. MILLER.

•

DAN BOUTYETTE, publicity director of Rowland V. Lee's "The Big Fisherman," will arrive here today from Hollywood.



Sales Reported Good for Fight Telecast Tonight

Approximately 550,000 seats, in 170 theatres, sports arenas and auditoriums in 135 cities, will be available for the closed circuit telecast tonight of the Floyd Patterson-Ingemar Johansson heavyweight title fight at Yankee Stadium here.

TelePrompTer Corp., which is handling the telecast, said yesterday the available seating capacity is the largest for any closed circuit title event. Advance sales were described as "very, very good," although no official figures were available. TelePrompTer is hopeful that the gate will exceed that of the Robinson-Basilio fight of March, 1958, which grossed about $1,400,000.

In case of rain, TelePrompTer is prepared to carry the title fight tomorrow night, which would mean the loss of from 35,000 to 40,000 seats, officials said. This would come principally from arenas which have other events scheduled for the same time.

Top Price Is $7.50

Theatres are reported to make up about 60 per cent of the locations carrying tonight's fight. In most situations, the top admission price will be $7.50, as compared to $100 at ringside in Yankee Stadium. New York City, site of the bout, is blacked out, although, in a unique tieup, fight fans have been able to purchase tickets to the actual fight through Loew's theatres in the metropolitan area.

The fight can be heard but not seen on the nationwide ABC-Radio network. This coverage will be sponsored by the United Artists release, "The Horse Soldiers," which stars Bill Holden and John Wayne, reporting from ringside. UA will also release the official fight films, rushing them out to theatres as soon as prints can be processed.

Registration Heavy for Virginia Convention

Special to THE DAILY

NEWPORT NEWS, Va., June 24.—Advance registrations for the convention of the Virginia Motion Picture Theatre Ass'n. convention July 6 through 8 indicate it will be the biggest for the organization in recent years, it was announced here by William Jasper of the Dixie Theatre, who is chairman of registrations. The convention will take place at the Chamberlin Hotel in Old Point Comfort, Va.

Acceptances to the 25th Anniversary Founders' Banquet to be held Wednesday evening, July 8, have been received from the following original founders of the MPTO of Virginia: Mrs. Bertha Gordon, Newport News; Sydney Gates, Jeff Hofheimer, Norfolk; Robert T. Barton, Richmond; A. Julian Brylawski, Washington, D. C.

See Reelection

(*Continued from page 1*)

Hotel Astor here around noon today for Herman Robbins' Schroon Lake Motel, which will be headquarters for the group.

The itinerary includes the annual visit to the hospital tomorrow, followed by the annual board meeting and election of officers at the Edgewater Motel on Saturday. The group will travel by private bus, returning to New York Saturday night.

Hospital officers other than Montague are: Robert J. O'Donnell, board chairman; Max A. Cohen, secretary; Si H. Fabian, treasurer; Samuel Rosen, assistant treasurer; Harry Brandt, Ned E. Depinet, William J. German, Robert Mochrie, Herman Robbins, Fred J. Schwartz, Joseph R. Vogel, Richard F. Walsh and Murray Weiss, vice-presidents.

A number of changes in the board of directors is expected to fill vacancies resulting from varied causes. The nominating committee, headed by German will present its slate to the Saturday meeting.

No Interference With S.C. Sunday Openings

Special to THE DAILY

LANCASTER, S. C., June 24.—No warrants were issued by either city or county authorities here when two local theatres—the Parr and Midway—defied Sunday "blue laws" and operated their houses on June 21. Jim Hyatt, manager of the Midway, reported some 60 persons attended his afternoon shows but more than 100 were present during the evening performance.

Expects Business to Improve

Hyatt expressed no concern or disappointment over the relatively small attendance. "I was surprised we had as many as we did—there was some opposition and many people were afraid to come. However, when everything cools off I anticipate that our business on Sunday will compare favorably with that done on week days."

At the Parr Theatre, where a Walt Disney production was again presented on Sunday, following a three-day run during the latter part of the week, attendance totaled less than 200.

Harvard Names Hazen To Committee Posts

Joseph H. Hazen, film industry attorney, executive and business partner of Hal Wallis, has been appointed by the board of overseers of Harvard College to membership on the visiting committee of the Department of Fine Arts and the Fogg Museum of the college.

LETTERS TO THE EDITOR

CHICAGO, June 2

SIR:

It is with regret that I call your a tention to an alarming example of new practice which is ruining a on great center of exhibition.

Some time ago a local circuit put t gether the combination of "Som Came Running" and "Auntie Mam in their ace outlying theatres. As a example of how the average exhibit likes to play 'follow the leader,' I a attaching herewith copy of toda newspaper movie directory, whi shows the combination booking "Shaggy Dog" and "Rio Bravo" some of the finest theatres in Chicag

"Shaggy Dog" is the biggest b office attraction of the season, a when exhibitors couple that pictu with "Rio Bravo" it is an example lack of showmanship at its worst. Ho can exhibitors beseech the produce to give them a steady flow of produ and then wastefully book importa pictures in this fashion?

The subject of this letter, in n opinion, is an example of the exhib tor being his own worst enemy, a warrants industry-wide publicity, b cause other than a release of the po 48 pictures to television, there nothing more destructive than t pursuit of this policy.

Sincerel

EDWARD SILVERM

Essaness Theatres Cor

'Big Circus' Booked In All Exchanges

Allied Artists' "The Big Circus" h already been booked in every e change city across the country, Mor R. Goldstein, vice-president and ge eral sales manager, said yesterda He said the film has been set in fla ship theatres at top terms and for e tended playing time in all cases. R lease is timed to coincide with scho vacations, he pointed out.

Backing the Irwin Allen productio is an all-out exploitation campaig aiming at not only a juvenile audien but also for adult patronage, he sai

WB Sets Seven Films For Summer and Fall

Warner Bros. has scheduled sev films for release in the summer a fall.

Set for the summer are "The Nu Story," "John Paul Jones" and "He cules." For Labor Day the compa has "Yellowstone Kelly," and fall r leases will be "Look Back in Anger "The FBI Story" and "A Summ Place."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c

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JOHN WAYNE



THE HORSE

JOHN FORD'S *thunde*

WILLIAM HOLDEN



SOLDIERS

sterpiece of spectacle!

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THE HORSE SOLDIERS

"THE HORSE SOLDIERS" SPONSORS THE NATIONWIDE RADIO BROADCAST OF THE PATTERSON-JOHANSSON WORLD CHAMPIONSHIP HEAVYWEIGHT FIGHT JUNE 25th AT THE YANKEE STADIUM! Never before such imaginative, intensive selling for a new motion picture!

WORLD PREMIERE in Shreveport, Louisiana, before a brilliant audience of civic, state and national celebrities! Big movie news everywhere via radio, TV and wire breaks...kicked off by the participation of John Wayne and William Holden in the gala festivities!

Full-page two color ads in advance of key regional openings coast-to-coast.

Heavy schedule of newspaper full-page and color ads in 25 additional cities.

Word-of-mouth build-up keyed to audience previews...massive book promotions by Dell and Harper's...and a tremendous music tie-in riding the popularity of the sound track and song albums by Constance Towers!

Printed in U.S.A.

THE MIRISCH COMPANY Presents

JOHN WAYNE · WILLIAM HOLDEN

THE HORSE SOLDIERS

with CONSTANCE TOWERS and ALTHEA GIBSON · Written for the screen by JOHN LEE MAHIN and MARTIN RACKIN

Directed by JOHN FORD · A MAHIN-RACKIN PRODUCTION · COLOR by DeLuxe

THRU UA

OOK REVIEW

PS IN TIME: An Autobiog-aphy. By Fred Astaire. Illu-ated. 333 pages. Harper & Bros., ew York. $4.95.

ed Astaire's autobiography makes reading. Since he makes a point porting that at various times he ed or rejected suggestions for ig his life story done by ghost rs, it must be assumed that this is his own.

ke all of his professional work it one superbly and provides an dance of entertainment and high-teresting show business history. also like an Astaire performance, in the best of humor and taste.

teps in Time" begins at the be-ing—with the departure of Fred his sister Adele in the company heir mother for New York, and arations for the stage. It describes early bookings, disappointments successes, the hard route from ing position on small vaudeville e programs to featured act on the ime. When they gained the atten-of the Shuberts, they were in.

out half the book covers that of Astaire's career in which he paired with his sister on the s of this country and in London. Adele's marriage in England he tried it alone, then retired for a . with the second and equally essful phase of his career start-in Hollywood, thereafter.

s story notes that he watched *on Picture Herald*'s annual Top ey Making Stars for signs that public might be tiring of the suc-on of popular RKO Radio films hich he and Ginger Rogers were ed and relates the amicable rea-why they eventually decided to up as dancing partners.

taire's progress to many more successes and to popularity in and on television continued a r which now spans a half cen-in show business and still is strong. As the author says, he ts to keep right on performing the years no longer can be con-d "even if they photographed me gh three lace curtains."

taire's love for show business and is own specialty, the dance, are rent on every page of his life's to date. It is a book that ac-ely reflects the author's sunny nality, and which surely ranks e of his best performances.

e book has an excellent index, pful list of all of his stage, film TV performances and numerous y interesting and amusing photo-s. It is splendid reading for any-and of special interest and de-to members of show business.

S. K.

rnhardt to Bardot'

hur Mayer has authored an arti-the June 27 issue of *Saturday w* entitled "From Bernhardt to ot," in which he traces the history of the distribution of foreign films in the U.S. from Bernhardt's "Queen Elizabeth" to the current Bardot films.

Hail Skouras for 'Internationalizing' Films

(*Continued from page* 1)

ras. . . . More than any other individual it was Skouras who led Hollywood out of its back-lot isolationism into its present globe-girdling activities. Skouras was led to this decision by the crisis brought upon U.S. movies by television. While American movie-going was on the decline, movie-going abroad was still on the increase, and he set out to stimulate it even more."

CinemaScope Praised

The article states that at least 10 of 20th-Fox's pictures in 1958 were made overseas "regardless of story locale" and then goes on to take note of Skouras' pioneer work in introducing CinemaScope. Of the latter accomplishment, Coughlan says, "Even Skouras, a man rarely in awe of himself is struck by the decision's magnitude."

Listing some of Skouras' personal characteristics the writer observes that he "has the patience of a fox and the endurance of a goat when these qualities are necessary in gaining an end, but he prefers to act like a bull moose and usually does. When he charges a target, debris—and often a body or two—fills the air. Skouras means 'now' when he says it, and the lapse of even a little time makes him extremely irritable."

And, later, on his ability: "Energy, driving force, shrewdness and personal warmth would perhaps have made Skouras a success in almost any business, but what equips him particularly for show business is his colossal optimism. Misfortune merely excites him, offering as it does a fresh new challenge to meet and obstacles to be vigorously overcome. Indeed his career has been based on misfortune, and troubles have been spurring him on ever since."

Tells of Boyhood in Greece

Coughlan describes Skouras' boyhood in Greece, in a family of ten children and his arrival in America at 17 years. Already here was his brother Charlie and later they were joined by the youngest brother, George. Settling in St. Louis they saved their money and first entered the entertainment business with coin-operated movie machines, later buying several theatres in that city. "By 1925 they had an interest in almost every important theatre in St. Louis, as well as in most of the smaller ones, and had built the $6 million, 17-story, air-conditioned Ambassador Building housing the Ambassador Theatre, a cinema palace on the grandest scale. They were famous throughout the movie industry; and Spyros was a board member and trustee of First National Pictures."

Later developments in the careers of the brothers are traced in the article, including various early bouts with competitors, their acquisition of the old Fox theatre chain in New York, and the eventual formation of 20th Century-Fox, to the presidency of which Spyros Skouras was elected in 1942.

Lauds Aid to Refugees

Coughlan also pays tribute to Skouras' work on behalf of the Greek War Relief Assn. and his persistent efforts and success in getting relief supplies into Greece after a blockade was imposed on the country by the Allies when it fell to the Germans. "It is a modest summation of how Skouras wins: wearing down is only a part of the battle. Among the other factors are being almost always right and always being one of the world's truly great personal communicators."

The article's final evaluation: "Spyros still makes most of 20th Century-Fox's administrative decisions, but he also finds the time for his happiest role: being a symbol in the far parts of the world of the continuing vitality of the U.S. film industry."

The article is generously illustrated with several large photographs of Skouras, including a full-page one taken in his New York office.

'Youth Test'

(*Continued from page* 1)

areas across the country by the 20th-Fox representatives in those areas. The ads, trailers, radio and TV spots and additional material which comprise the campaign will be shown to representative youth groups, civic and social organizations and a variety of similar conclaves.

Results of the market research will be gone over in discussions in New York where the reports will be analyzed on the basis of the reactions of the youth groups. Questions asked of the groups will relate to authenticity, accuracy appeal and a "want-to-see" index.

Magazine Drive Planned

Other facets of the "Blue Denim" campaign were outlined by the film executive. One of its highlights will be a magazine campaign, aimed at the youthful audience. In addition a newspaper campaign has been finalized that will call for a minimum of 3000 lines in each situation, beginning ten days in advance of the opening with a specially-devised teaser campaign.

A large radio and television campaign is also planned, with spot announcements and a special TV-trailer featuring Joan Crawford, introducing new stars Carol Lynley and Brandon De Wilde to audiences.

Loew's Theatres

(*Continued from page* 1)

board of directors of Loew's Theatres approved a restricted stock option plan—subject to stockholders' approval—for its key personnel. The plan provides that the corporation reserve 130,000 shares of its common stock, of which amount options for 85,000 shares were granted.

MPEA Companies

(*Continued from page* 1)

cated a 60-40 allocation of funds between the companies and their Tokyo offices in place of the existing 70-30 allocation, with the cost of prints charged to the New York share. The revised allocation obviously would increase the taxable revenue of the companies in Japan.

Although agreeing to file the additional information requested, the companies will continue to oppose the proposed new allocation.

The MPEA also has been advised that Chile plans to levy a 25 per cent import tax in lieu of an earlier plan to require film companies to post a 400 per cent deposit.

New demands also are reported from Mexico despite the fact the companies have a two-year agreement concluded recently.

All MPEA member companies have agreed to share in the expenses of participation in the Venice Film Festival in August and September.

Penn. Censor Bill

(*Continued from page* 1)

Picture Organizations throughout Pennsylvania. Exhibitors in all communities will be urged to register opposition to the proposed legislation and to recruit others in their communities to communicate with their state representatives.

Clark, who has been active on past occasions in combating legislation inimical to the industry, has been confined to his home by illness.

The proposed bill seeks to avoid the ban on prior censorship by permitting the censor board to ask for prints of a picture for inspection after it has had its public opening. The board has the power to cut the film, ban it or rate it as adult. The burden of proof that a picture is not obscene would be shifted to the exhibitor.



Frisco, Oakland Hail 'This Earth'

Special to THE DAILY

SAN FRANCISCO, June 24.—With the Golden Gate Theatre here and the T & D Theatre in Oakland packed to capacity for tonight's dual-city world premiere of "This Earth Is Mine" and thousands of fans jamming the streets outside both theatres to watch the arrival of celebrities, extra police had to be called to avert serious traffic dangers in both areas.

Headed by Rock Hudson, who stars in the picture, celebrities making appearances at both theatres in connection with the Universal-International-Vintage production included co-producer Casey Robinson, featured actresses Anna Lee, Cindy Robbins and Jean Blake and "Queen-for-a-Day" Mrs. Ruth Cross of Denver. The stage show emcee was KCBS disc jockey Guy Cherney.

The typical Hollywood-style premiere climaxed an intensive month-long promotional campaign that saw Hudson and others associated with the picture participating in a hectic round of events during the last three days, winding up with a pre-premiere dinner at the Press and Union League Club attended by San Francisco Mayor George Christopher, chief of police Thomas Cahill, Chamber of Commerce President Jack Howe and some 300 civic and social leaders from the entire Bay area.

Following the dinner all were taken to the Golden Gate Theatre in a half-mile long motorcade led by the Hollywood contingent riding in open cars. After greeting the outside throngs and making an appearance on the theatre stage, the Hollywood celebrities were rushed in police-escorted cars to the T & D Theatre, where they were welcomed by Mayor Clifford Rischell of Oakland and then made personal appearances on the stage of that theatre.

DuMont Stockholders

(*Continued from page* 1)

Allen B. Du Mont, Armand G. Erpf, Thomas T. Goldsmith, Jr., Oscar Lasdon, Robert A. Maes, Paul Raibourn, David T. Schultz, Percy M. Stewart and Edwin L. Weisl.

'Hole' Gross $110,881

United Artists' "A Hole in the Head" amassed a big first week total of $110,881 in its Chicago, Washington, D. C., and Los Angeles engagements, it was announced by William J. Heineman, vice-president in charge of distribution. The total includes $59,615 for the Oriental Theatre, Chicago; $26,180 for the Palace Theatre, Washington, and $25,086 for the Fox-Beverly Theatre, Los Angeles.

Plan Silent Features

CLEVELAND, June 24. — The Hanna, Cleveland's only legitimate theatre, will experiment with a policy of old, silent feature pictures. A series of three programs has been announced as follows: July 6, Rudolph Valentino in "The Eagle"; July 13, Lon Chaney in "The Hunchback of Notre Dame"; July 20, Marie Dressler in "Tillie's Punctured Romance." The experiment is being co-sponsored by the Hanna Theatre Management and the Valley Playhouse Productions, headed by Jean Weinberger and Harry Epstein, both active in little theatre movements.



Porgy and Bess

CONTINUED FROM PAGE 1

widowed by Crown's murderous fists; Diahann Carroll as Clara, the appealing young mother widowed by the hurricane; Leslie Scott as Jake, her fisherman husband, and such Catfish Row characters as Helen Thigpen as the strawberry vender; Roy Glenn as Lawyer Frazier; William Walker as the undertaker, and many others.

Otto Preminger's direction is expert and sensitive to the story and character nuances, aiding in developing and sustaining authentic moods throughout. N. Richard Nash's screenplay is excellent, adhering faithfully to the Heyward-Gershwin work.

The picture was filmed in the Todd-AO process and is in color by Technicolor. It is a distinguished, even a rare example of the finest blending of photography, color and music. Leon Shamroy has earned high praise for his direction of photography, and Andre Previn for musical direction.

THE STORY, which over the years has become not only familiar to millions but a favorite the world around, is set in the waterside tenement area of Charleston, S. C., colored section, around 1912. When Crown is obliged to hide out after murdering Robbins following a crap game argument, Bess, Crown's girl, is befriended by Porgy, a crippled beggar who is able to travel only by means of his crude, goat-drawn cart. The two fall in love and know brief happiness until Bess again encounters Crown after a picnic on a nearby island. She soon returns to Porgy and is forgiven. The two seemingly are closer together than ever, but Crown, driven from his island hideout by a hurricane, returns to claim her. Porgy kills Crown in defending Bess and is picked up in the investigation of the crime. Sportin' Life convinces Bess that Porgy will not return and induces her to leave with him for New York. Released from custody in a few days, Porgy is back on Catfish Row, prepared to celebrate a reunion with Bess. Told of her departure with Sportin' Life, Porgy sets out for New York in his goat cart in search of her.

The Gershwin music needs no identification. Suffice it to say it has been magnificently recorded and plays beautifully on the Todd-AO system. Dubbed-in voices have been used for the songs of both Porgy and Bess, and for Diahann Carroll's.

Daniel Mandell has done an excellent film editing job. It is a tight, fast-moving picture which, despite its length and a 10-minute intermission, does not seem overlong.

"Porgy and Bess" is unmistakably a production of the highest quality in the established Goldwyn tradition. In its initial 70mm. release version it will be handled as such, its exhibition to be restricted to a limited number of road show engagements.

There is no reason to doubt that these will be of extended duration and of impressive earning capacity, for "Porgy and Bess" is another high point in the illustrious Goldwyn career and in the annals of film-making. Running time, 146 minutes (without intermission). Adult classification. Release, special.

SHERWIN KANE

Col. Slates

(*Continued from page* 1)

last four months of the year v "see a continuation of the high- ered release pattern evidence ir lumbia's summer plans, highli by Otto Preminger's 'Anatomy Murder' and 'Middle of the Ni-

A major portion of yesterday's ing was devoted to discussion of chandising policies on these film-

Heading the fall and winter p of films, which Jackter characte as "blockbusters and films with h buster promotion potential," is liam Goetz' "They Came to Cor which the sales manager said go into special release "behind o the biggest advance campaigns i industry's history."

He also blueprinted plans for Kohlmar's "The Last Angry Warwick's "Killers of Kiliman Raoul Levy's Brigitte Bardot s "Babette Goes to War," S Donen's "Once More, With Fee and Louis de Rochemont's "Man String."

Also, William Castle's "The ler," Samuel Fuller's "Crimso mono," Sam Katzman's "The Fontaines," Charles Schneer's " of the Coral Sea," Kendrick S "Satan's Bucket," Philip Wax "The Gene Krupa Story," an combination of "The Warrior a Slave Girl" and "Zex."

Wash., Idaho, Alask Theatre Meeting Set

Special to THE DAILY

SEATTLE, Wash., June 24 Theatre Owners of Washi Northern Idaho and Alaska wil their annual convention on W day, July 22, at the New Wash Hotel here, it was announced to Armand Marion, Jr., executive tary. The agenda will include re tion in the early afternoon, a me ship meeting at 2:30, followed meeting of the newly-elected of directors. This will be follow a cocktail reception, to which and local officials, and members press will be invited.

Marion said that the Seattle of Variety has scheduled a meeting July 22, and the fol day will hold its annual golf t ment and dinner dance. The unit's meeting was scheduled s exhibitors belonging to Variety take in both sessions while in S

George Roscoe, TOA's direc exhibitor relations, is scheduled dress the Wednesday session.

Wald Buys Novel Ri

HOLLYWOOD, June 24. — Wald today announced that h obtained the screen rights to S Grahams' forthcoming novel, Fitzgerald," comedy-drama of lywood columnist and her strug raise a family. In acquiring pr Wald emphasized the productio be one of his major efforts in and will take up where "Belov fidel," starring Deborah Kerr an gory Peck, leaves off.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 85, NO. 122 NEW YORK, U.S.A., FRIDAY, JUNE 26, 1959 TEN CENTS

escribed by Jackter

ol. 'Package' f 3 Films Set or Summer

Supplement Company's ree 'Blockbusters'

Columbia Pictures will release a cial "Three for the Showman" kage designed specifically for Sum- r audiences, Rube Jackter, vice- sident and general sales manager, l the company's top sales execu- es at the second session of a three- meeting here yesterday. The pack- consists of "Have Rocket, Will avel," starring The Three Stooges; he 30-Foot Bride of Candy Rock," rring Lou Costello; and "The Le- d of Tom Dooley," starring new- ners Michael Landon, Jo Morrow d Jack Hogan.

Addressing the company's U.S. and nadian division managers and

(*Continued on page* 5)

oldwyn Receives Dual ribute at Dinner Here

Samuel Goldwyn received a double bute last night at the Waldorf- toria from 500 notables of industry, ance, government, society and show siness at a champagne supper by e George Gershwin Memorial Foun- tion. Goldwyn was awarded the onze medallion of the City of New rk in a presentation by toastmaster

(*Continued on page* 2)

eport 'Beach' Seeks o Sponsor Simulcast

From THE DAILY Bureau

HOLLYWOOD, June 25. — George Schaefer is reported planning con- rences with NBC leading to a simul- st sponsorship of the All-Star Base- ll game here at the Coliseum, Aug. for Stanley Kramer's plug of his nited Artists release, "On the each."

Kramer is said to be taking his

(*Continued on page* 5)

ELEVISION TODAY—page 4

Building Boom at Fox Studio: 12 Sets Now Going Up at Cost of $1,500,000

A $1,500,000 building boom is currently underway at 20th Century-Fox's Hollywood studio with more than 1,000 workmen constructing sets for 12 separate motion picture and television projects, the company reported here yesterday. The massive set construction program is described as the biggest at 20th since the advent of CinemaScope six years ago.

Twentieth's vast backlot, swarming with electricians, prop men, carpenters, plasterers and molders, has been completely redone for the outdoor adventure drama, "The Oregon Trail";

(*Continued on page* 5)

Flash: Christmas Bulletin Comes from Music Hall

As of yesterday, June 25, the six months before Christmas mark, Radio City Music Hall has sold 11,689 reserved seats for its next Christmas show, Arch Levy, box-office treasurer announced. This represents an advance sale of more than $25,000 for the 944 seats in the first mezzanine which the Music Hall sells on a reserved seat basis.

Five performances have already been sold out, the evening shows of Dec. 10 and 11, the morning show of Dec. 12, and the matinees of Dec. 19 and 22.

SCA Claims Rights to Eight Films for TV

The Show Corporation of America announced here yesterday it has advised producer Benedict Bogeaus that it will "assert its right" to distribute eight feature films to television under terms of a TV distribution agreement granted to SCA by RKO Teleradio Pictures, Inc. on March 1, 1959. The pictures involved are "Appointment in Honduras," "Silver Lode," "Passion," "Cattle Queen of Montana,"

(*Continued on page* 4)

Goetz Plea to Governor Asks Ariz. Tax Repeal

From THE DAILY Bureau

HOLLYWOOD, June 25. — William Goetz, producer of Columbia Pictures' "The Mountain Road," currently filming on location in Phoenix, Ariz., made a plea today to Arizona's Governor, Paul J. Fannin, for repeal of the state's compensation law (140-HR) which taxes studios and their per-

(*Continued on page* 5)

Minimum Wage Meeting Is Postponed Again

From THE DAILY Bureau

WASHINGTON, June 25.—A Senate labor subcommittee was again forced to postpone the start of executive session work on minimum wage law extension.

Subcommittee officials said several key members were out of town. No date has been set for a new meeting.

House Committee Will Study State Taxation of Out-of-State Companies

By J. A. OTTEN

WASHINGTON, June 25.—House judiciary committee chairman Celler (D., N. Y.) named a special subcommittee to study state taxation of the income of out-of-state firms. Recent Supreme Court decisions held that one state may tax the income of firms operating in their states but incorporated elsewhere. Celler said the special subcommittee would determine whether federal legislation was needed. Rep. Willis (D., La.) will head the special group.

In another development, the Senate Small Business Committee recommended legislation to deal with the problem.

Committee members sponsored a resolution which would set up a temporary but immediate definition of "doing business" in a state, and states could not tax firms not "doing business" there. The definition says no state can tax a firm engaged in interstate business unless the firm during the year "has maintained a stock of goods, an office, warehouse or

(*Continued on page* 4)

In Tuberculosis Field

Tells of Rapid Research Gain By Rogers Lab

Dworski Says Hospital to Make Tests on Humans

By SHERWIN KANE

SARANAC LAKE, N. Y., June 25. —Research with the objective of discovering an effective anti-tuberculosis vaccine is making progress at the Will Rogers Memorial Hospital and Research Laboratory here under the direction of Morris Dworski, director of the laboratory. Dworski's annual report will be presented to the board of directors of the Hospital at their meeting here tomorrow.

The report states that experiments conducted to date have shown that a living vaccine preparation used in experiments at the laboratory "will carry less risk of producing progressive pulmonary tuberculosis in individuals employed in industries exposed to the inhalation of silica par-

(*Continued on page* 2)

Rockette Alumnae Give $1000 to W.R. Hospital

The Radio City Music Hall Rockette Alumnae Association has presented to the Will Rogers Memorial Hospital Fund a check for $1,000, the sum of which was realized from the proceeds of a dinner dance, held on May 2, at Toots Shor's.

Mrs. B. Allan Magee, past president

(*Continued on page* 2)

Rains Postpone Fight Telecast to Tonight

Heavy rains here yesterday forced the postponement of last night's scheduled Floyd Patterson-Ingemar Johansson heavyweight title fight, which was to be telecast on a closed circuit by the TelePrompTer Corp. to theatres and arenas in 135 cities. The fight and telecast have been rescheduled for tonight, weather permitting. Refund requests were reported to be light.

PERSONAL MENTION

ROY O. DISNEY, president of Walt Disney Productions; CARD WALKER, vice-president, and RAY KELLER, studio executive, will arrive in New York on Monday from Hollywood.

•

DOUG AMOS, general manager of Lockwood & Gordon Enterprises, Boston, has returned there from Hartford.

•

MARTY SHAPIRO of the Small-Josephe talent office, Hollywood, has returned to the Coast following 10 days in New York.

•

CHARLES C. MOSKOWITZ, former vice-president and treasurer of Loew's, Inc., will leave here tomorrow for Europe on a six-week business and vacation trip.

•

SIDNEY S. KULICK, of Bell Film Exchange who was severely injured in a fall three weeks ago, is still under medical care and will be away for three weeks.

•

MARJAY H. WREN, daughter of JAY WREN, manager of the Viking Theatre, Philadelphia, has been graduated from the School of Nursing of the University of Pennsylvania.

•

KING VIDOR, director, will arrive in New York on Monday from the Coast.

•

KAY NORTON, vice-president of United Artists Records, will leave New York today for London via B.O.A.C.

•

LARS MCSORLEY, Allied Artists Eastern publicity representative, will leave New York today for Milwaukee.

•

HUGO P. SANJURJO, United Artists' mail supervisor will be married on July 4 to RUTH STEADMAN.

•

JOEL LEWIS, manager of the Playhouse and the Five West theatres, Baltimore, celebrated his first wedding anniversary this week.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
AUDREY HEPBURN
In FRED ZINNEMANN'S Production of
"THE NUN'S STORY"
A WARNER BROS. PICTURE
in TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "BONANZA"

N.E. Meeting Held on Sept.-Dec. Releases

Special to THE DAILY

BOSTON, June 25. — Exchange publicists and theatre press agents met at the offices of New England Theatres, Inc., yesterday to lay the groundwork for advertising and promotional campaign plans to launch the big "blockbuster" films coming in from Labor Day through the end of the year. Discussions covered special planning for newspaper, radio and TV promotions to acquaint the public with the forthcoming product.

Each exchange publicist was urged to contact his home office or the studio for extra pictorial and copy material for the newspapers. Another meeting is planned shortly when committees will be appointed and assignments given out to the respective press representatives.

Goldwyn Tribute

(*Continued from page* 1)

Harry Hershfield, acting on behalf of Mayor Robert F. Wagner, and then was tendered the first annual citation of the Foundation, for "distinguished service in the field of the arts," by Oscar Hammerstein II, chairman of the Foundation's honorary committee to honor Goldwyn.

The occasion followed a foundation-sponsored benefit performance of Goldwyn's "Porgy and Bess" to raise additional funds for work in the field of music by the Foundation, which for 15 years has made annual cash awards to aid outstanding young composers, and has also contributed substantially to aid and encourage other fields of musical endeavor.

In making his presentation, Hershfield noted that the bronze medallion is one of those city citations which is given only rarely. In presenting his award, Hammerstein cited Goldwyn's "Porgy and Bess" and the famed producer's deep friendship with the late George Gershwin, who wrote the score for "Porgy and Bess."

Defer Rumley Trial

SPARTANBURG, S. C., June 25.— Chester D. Ward, a member of Spartanburg County's legislative delegation and newly appointed attorney for Claude Rumley, operator of the Fox Drive-In, requested Civil Court Judge Bobo Burnett for a postponement of the trial of Rumley, charged in two cases with violation of the Sunday "blue laws," in order that he might have adequate time to prepare his defense. The request was granted with the new date to be set.

Book 'Mysterians' Here

M-G-M's "The Mysterians" will open in 96 New York neighborhood theatres on July 1. The companion feature in most of the bookings will be another M-G-M film, "Watusi."

WB's 'Jones' Campaign Is Long Range Effort

A concentrated publicity effort slated to continue with regularity until the picture is through its general first-run release is being carried out by Warner Bros. on behalf of Samuel Bronston's "John Paul Jones." Current plans also call for these activities to continue through subsequent runs of the naval spectacle.

The campaign started two years ago when Bronston began filming preparations in Europe, and reached its greatest intensity this month with the world premiere of "John Paul Jones" at the Rivoli Theatre here. Tieing-in wherever possible with the U.S. Navy, this initial event set the pattern for similar premiere openings throughout the country. Prior to the national release date scheduled for Aug. 1, there will be special engagements of "John Paul Jones" at the Egyptian Theatre in Los Angeles on July 8 and at the Roosevelt Theatre in Chicago July 1. Each of these two dates will feature elaborate celebrations in conjunction with the opening.

Navy Groups to Sponsor

Further inaugurating the national promotional campaign will be a series of Governors' premieres under the sponsorship of various Navy organizations, to be held in the capital city of each of the 50 states, with each Governor as honorary chairman. Proceeds of these events will go toward the "Enshrinement of the USS Arizona at Pearl Harbor Fund" which is sponsored by the Pacific War Memorial Commission; the Arizona War Memorial in Phoenix, and the Fleet Reserve Commission.

News Items on Films Cited in COMPO Ad

Several widely scattered new items, each offering proof of the public's increasing interest in motion pictures, form the basis for the 104th of the series of Compo ads in *Editor & Publisher*, which will appear tomorrow.

Under the caption "Little Pieces From All Over Tell Big Story," the ads says: "Suddenly, like summer, good news about the movies breaks out all over." Then it gives several examples and asks: "May we suggest once more that it would be wise to give more space to movie news?"

'Tarzan' Sets Records

Paramount's "Tarzan's Greatest Adventure" broke the house records in three theatres in Georgia cities where it opened this week, the company reported here yesterday. Gordon Scott, who plays Tarzan, appeared on stage for the opening day at all theatres.

Grosses which set records were as follows: Miller Theatre, Augusta $2,737; Weiss, Savannah, $2,653; Bibb, Macon $1,304.

Research Gai

(*Continued from page* 1)

ticles, who are particularly susceptib to tuberculosis.

It describes the next step to be test of the vaccine on human volu teers, preferably among mine work in Peru or Chile.

The report also describes work do on a research project using spec photographic equipment to impro the study of the lung in three dime sions in order to aid knowledge emphysema, which has become a m jor chronic lung disease.

Dworski's report states that in t past year 6,080 laboratory exami tions were made at Will Rogers' a that the laboratory "has been fu occupied in fulfilling its primary p pose of diagnostic and control aminations."

Examinations Increased

Clinical examinations increas from 4,092 to 5,364 in the past ye caused in part by the fact that 72 the 106 admissions during the y were non-tuberculous, giving rise more varied examinations than befo

Annual reports of other phases the hospital and research laborat operations and activities will be p sented to the directors at their ann meeting at Herman Robbins' Ed water Motel at Schroon Lake on S urday.

Rockette Alumnae

(*Continued from page* 1)

of the Rockette Alumnae, presen the money to A. Montague, presid of the Memorial Fund and to Rus Downing, president of Radio C Music Hall. Downing serves also the board of directors of the Memo Fund, and is an honorary member the Rockette Alumnae Association.

Club Formed Four Years Ago

There are about 200 Rock alumnae members, all former danc in Russell Markert's famed danc group, the Radio City Music H Rockettes. They formed their c four years ago, and since then h worked toward raising funds for s charities as the National Associat for Mentally Retarded Children, T City of Hope, The Will Rogers M morial Fund, and their own Rock Alumnae Charity Fund.

To date, they have sponsored f annual dinner dances, several lun eons, and a yearly rummage sale. addition, many of the members, in metropolitan area, and through the country, teach dancing rhythm as an aid to the developm of mentally retarded and other ha capped children.

Rummage Sale Planned

The next project being planned the annual week-long rummage s which will take place sometime in early fall.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Edit Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Ganby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefe Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-Pr dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

"A PLEASANT AND ENTERTAINING SURPRISE! For nearly all age groups!"

— MOTION PICTURE EXHIBITOR



"HEART-TOUCHING. SHOULD PLEASE OLD AS WELL AS YOUNG. NEWCOMERS DICK KALLMAN AND CAROL MORRIS GIVE THE TEENAGERS ADDED INTEREST!"

— INDEPENDENT FILM JOURNAL

"HAS MANY FINE TOUCHES TOPPED OFF BY A WARM GLOW!"

— FILM DAILY

"WILL BE LOVED BY THOSE SEEKING SENTIMENT!"

— HOLLYWOOD REPORTER

"CAN BE USED WITH ALL AUDIENCES!"

— VARIETY

...BOOK IT NOW! FROM U-I

Television Today

S.C.A. Claims

(*Continued from page* 1)

"Escape to Burma," "Pearl of the South Pacific," "Slightly Scarlet," and "Tennessee's Partner."

The serving of such notice was also made on Alpine Productions, Inc., Pinecrest Productions, Inc. and Filmcrest Productions, Inc. on whose behalf SCA claims Bogeaus has been soliciting TV stations to make license agreements for television exhibition of the pictures. SCA claims Bogeaus, the companies, and RKO Teleradio have been restrained from licensing six of the pictures on TV in an order issued by the Superior Court of the State of California on May 27, 1959. The order was only effective as to actions by the parties subsequent to March 30, 1959, it was said, and "Show Corporation was not named and is not bound by the restraining order."

Godfrey Tells Plans for Return to Air in Fall

Plans for Arthur Godfrey's return to the air in the fall were announced jointly yesterday by the Columbia Broadcasting System and Godfrey.

Although the television and radio star is well on the road to recovery following an operation for lung cancer last April, Godfrey has decided not to attempt to resume his heavy schedule of radio and television programs which last season totaled eight hours weekly.

Accordingly, it was announced that Godfrey, now in his 31st year in the broadcasting business, will confine himself next season to "Arthur Godfrey Time" over the CBS Radio Network, Monday through Friday, 9:05-10:00 A.M., EDT, and to a maximum of four special one-hour television shows. Godfrey will not become host of "Person to Person" as previously announced.

Information regarding this program will be announced shortly.

"The Sam Levenson Show," which was established originally to substitute for the "Arthur Godfrey Time" television show, will continue in its current time period, Monday through Friday, 10:30-11:00 A.M., EDT.

'Tightrope!' Is Title Of New Series for S.G.

"Tightrope!" has been chosen as the title of the new adventure series starring Mike Conners being produced for Screen Gems by Clarence Greene and Russell Rouse. The show will debut on CBS-TV, Tuesday, Sept. 1, 9-9:30 P.M., N.Y.T., sponsored by Pharmaceuticals, Inc., through the Parkson Advertising Agency.

An intensive search was made to find a title for this series about a police investigator who lives a double life as a member of the underworld.

Frank Sinatra to Star In Four 1-Hour Specials

Four one-hour musical specials starring Frank Sinatra will be presented on the ABC Television Network, sponsored by the United States Time Corporation for Timex watches, during the 1959-60 season, it was announced by Robert E. Mohr, Timex vice-president and director of sales, and William P. Mullen, ABC vice-president in charge of TV network sales.

The order was placed by United States Time Corporation's agency, Doner and Peck, Inc., New York. First of the hour-long specials, each a "Frank Sinatra-Timex Show," will be broadcast on Oct. 19, 1959. The other specials are tentatively scheduled for November, December and February.

The programs will originate in Hollywood, and the industry's top writers, designers, musicians and technicians will work with Sinatra in putting the shows together. Preliminary preparations are under way for the signing of guest stars, who will include outstanding performers in the entertainment world.

Report Survey Findings On Color-TV Audience

Audience of color television programs in homes equipped to receive color is twice as large as the audience of the same programs in black-and-white homes, an NBC research survey has shown. Results of the survey were announced by Dr. Thomas E. Coffin, director of research, National Broadcasting Company.

Trendex, commissioned by the NBC research department, conducted a special rating study of "The Perry Como Show," "The Steve Allen Show," "The Dinah Shore Chevy Show" and "The Arthur Murray Party" in five cities: Omaha, Boston, Chicago, Milwaukee and Philadelphia.

The average rating of the color shows in color homes was 30.4, while the same programs rated 16.9 in mached black-and-white homes. This pattern, the survey showed, held for all four shows and in each market, indicating that the ability of color programs to achieve substantial ratings in color homes does not depend upon the program or city, it was said.

'Joseph Cotten Show' On CBS Network July 6

"The Joseph Cotten Show," an anthology of half-hour dramas, will be the summer replacement for "The Ann Sothern Show" beginning Monday, July 6 (9:30-10:00 P.M., EDT) on the CBS Television Network. Joseph Cotten will be host for the rebroadcast series, and will star in several of the episodes. General Foods Corp. is the sponsor.

State Taxation

(*Continued from page* 1)

other place of business in such state, or has had an officer, agent or representative who has maintained an office or other place of business in such state."

The committee recognized this as a temporary solution, however, and recommended a five-man presidential commission to work up a permanent solution before February 1, 1961. The commission would be directed to suggest uniform standards which the states would have to follow in taxing out-of-state firms, and could not question their right to levy some taxes.

A constitutional amendment is not required to handle the problem, which can be met by Congressional legislation, the committee asserted.

TV Spots Are Included In Michigan B-B Drive

Special to THE DAILY

DETROIT, June 25.—There is something infectious in this Michigan climate when it comes to business-building drives.

Jack Zide, who distributes under title of Allied Pictures Corporation, among others, has written Milton H. London, Michigan Allied president and director of the Metropolitan Exhibitors of Detroit b-b that he has got in on the act on his own. Recently his firm put up $1,000 for a TV spot on the twin bill, "The Spider" and "Brain Eaters" without asking second run exhibitors to contribute. Currently 14 second-runs and drive-ins will match Allied's $2,000 for campaigns on "Reform School Girl" and "Daddy-O." $1,000 out of the $4,000 will be used to buy TV spots. In none of the advertising will theatre names be used.

Laud Film Custodians

SEATTLE, June 25.—The Department of Audio-Visual Instruction of the National Education Association at its annual meeting here officially adopted a resolution commending the work of Teaching Film Custodians, the motion picture industry's educational service, and J. Stanley McIntosh, its director. Recognizing the many important contributions of teaching film custodians over and above their making available to schools educational excerpts from feature pictures, the NEA expressed warm appreciation for the work of TFC.

WB Shorts Slated

Warner Bros. has 30 one- and two-reel short subjects in Technicolor, as well as black-and-white regular and CinemaScope, slated for release during the 13-week period ending Aug. 29. In addition to such regular standbys as Bugs Bunny, Merrie Melodies and Looney Tunes, all in Technicolor, the Warner short subjects program also includes six of the "World Adventure Tours" in color as well as other releases.

PEOPLE

Len Herberman has been nam manager of the St. John, N. B., of of International Film Distributors Allied Pictures of Canada. He formerly Ontario sales representati In his new post he succeeds **Delb T. Buckley** who has resigned to erate the Maritime Poster Exchan

□

Dick Settoon, branch manager Atlanta for Universal, played host a cocktail party recently to a gr of Georgia exhibitors and Casey R inson, of "This Earth Is Mine."

□

Newton "Red" Jacobs, president Cory Film Co., Hollywood, was h at a luncheon in the Hotel Bradf Boston, for circuit heads and exh tors. The luncheon was followed a screening of Cory's "Room 43."

□

Bud Hamilton, veteran film sa man in the Pacific Northwest, has b appointed Allied Artists represe tive in Portland, Ore., where A.A. branch office is being reactiva Hamilton for 14 years was with U versal-International and more rece with American International tures.

□

Rudy Lehmann, former salesr for major exchanges in Atlanta, is r representing Kay Exchanges in area.

□

David Morgan and **Lloyd T** have resigned as Universal booker Detroit. **Morgan** will vacation Mackinac before announcing fut plans. **Turel** has a hitch in the A coming up.

'Big Circus' World B In Baraboo, Wisc. July

Allied Artists has accepted an vitation from the Wisconsin S Historical Society to have the w premiere of the Irwin Allen prod tion of "The Big Circus" in Bara Wis. on July 1, Morey R. Goldst vice-president and general sales m ager of Allied Artists announced terday.

Baraboo is where the Ringling B Circus originated and it is holdin festival to celebrate the official op ing of the Circus World Museum that town. The world premiere "The Big Circus" will be the f event in the day's celebration.

Representing Allied Artists at premiere will be Rhonda Flem who stars in the film. She has b named official hostess for the d events which will be covered by tional magazines, wire services, r and television stations and news from over fifteen states.

Book 'Hatikvah' Here

"Hatikvah," the first full-len color film made in Israel, will have premiere showing at the 55th St Playhouse here on Oct. 26.

ox Studio

(*Continued from page* 1)

north of this set, bulldozers are ling eight acres of land for Wal- Wanger's forthcoming spectacle, opatra," for which sets alone will some $400,000.

lajority of the activity is centered nd "Journey To The Center Of Earth." On the lower moat set, terers are fashioning subterranean rns 40 feet high and 20 feet be- the ground, a football field in gth.

ets for Jerry Wald's "The Best Of rything" include a New York office New York apartments, and Jack nmings' production of "The Blue el" is shooting on a music hall In addition, workmen are making ly multiple sets for "The Hound Man" and "Beloved Infidel." An re South Seas village has been set the "Adventures in Paradise" tele- es, and studio workmen have built 65-foot yachts as part of the ing. The same series has a coral set and a yacht's interior set on of 20th's soundstages.

nother teleseries, "The New ntier," will be filmed partially at studio's Sarsen Lake where art ctors have designed an iceberg ing.

ooley' 2-City Bow Carolinas July 9

Special to THE DAILY

HARLOTTE, June 25.—"The Le- d of Tom Dooley," the film based the man who was tried, convicted, hanged for murder in North Caro- , will have its world premiere in Center Theatre in Lenoir and the ater Theatre in Hickory on July 9. The two cities were selected for the t premiere because Dooley is al- ed to have been buried half way ween them.

No special events have been an- nced for the premiere. The motion ture will open in Statesville, where oley was hanged, the day follow- the premieres.

xtra Light Prints for rive-ins Called Vital

From THE DAILY Bureau

LOS ANGELES, June 25. — MCP m Distributors, new state right or- nization, is establishing a precedent th an order of 50 extra light prints, use in drive-in theatre exhibition ly for its package program, "Be- nd the Time Barrier" and "The nazing Transparent Man."

MCP domestic sales head, Cal Bard, announced that similar orders for tra light prints will be made on all ture orders to provide the proper hting for films projected on out- or screens.

o Fete Joseph Welch

Otto Preminger will be host at a ception for Joseph N. Welch, famed torney, who makes his film debut in e producer's "Anatomy of a Mur- r," on Monday, at "21."

Col. Summer 'Package' Set

(*Continued from page* 1)

home office sales executives at the Savoy-Hilton Hotel, Jackter said, "Our sales force will be able to tell exhibitors that they'll have more to sell than just air-conditioning this Summer. These three features are ideal attractions for young moviegoers, who make up the major segment of the Summer audience."

Jackter noted that the "Three for the Showman" package is in addition to three blockbusters which the company will have in general release this Summer, including Otto Preminger's "Anatomy of a Murder," "Middle of the Night," and "It Happened to Jane." On Wednesday, the Columbia executive blueprinted plans for the release of 14 films, headed by William Goetz' "They Came to Cordura," for the last four months of the year.

The general sales manager stated that the "Three for the Showman" will be offered as a package for individual bookings. "We can thus assure exhibitors of several weeks of highly exploitable film fare during the Summer months," he said.

"These releases are custom-tailored films in the best sense of the word," Jackter told the sales gathering. "They have been made for a specific audience, the biggest audience, without sparing the production values. Our promotion campaign has been fashioned along the same lines, to enable showmen to merchandise these films to their maximum potential."

Goetz Plea

(*Continued from page* 1)

sonnel. Goetz, whose company will spend approximately $1,000,000 during the six-weeks location period, told Governor Fannin that more films would be made in his state if the tax, however minor, was eliminated due to the nuisance of auditing and bookkeeping connected with the statute.

Report 'Beach'

(*Continued from page* 1)

cue from the United Artists-Mirisch $100,000 buy of the ABC Radio Network coverage of tomorrow night's heavyweight title bout to plug "The Horse Soldiers."

'Earth' Bows in Record

Universal's "This Earth Is Mine," which had its dual premiere at the Golden Gate Theatre in San Francisco and the T & D Theatre in Oakland, Calif., on Wednesday, did the best business of any U-I picture to ever play both houses, the company said here yesterday. Gross at the Golden Gate was $5,329 for the day, while the T & D took in $3,830.

Another Bardot Signed

HOLLYWOOD, June 25. — Mijanou Bardot, will beat her older sister Brigitte to Hollywood with acceptance of a role in Zugsmith-Doff's production of "The Private Lives of Adam and Eve," playing the devil's mistress in the Garden of Eden sequence, it was announced today.

'Ship' Big in Brooklyn

Paramount's "Don't Give Up the Ship" grossed a big $3,642 in its opening day at the Brooklyn Paramount on Wednesday. The same company's "Tarzan's Greatest Adventure" is the co-feature.

Book 'Angry Hills'

M-G-M's "The Angry Hills" will have its first New York showing at the Metropolitan Theatre in Brooklyn Wednesday as the companion feature with "Ask Any Girl."

Hamm Wins Coast Suit Based on Emmick Will

Special to THE DAILY

SAN FRANCISCO, June 25. — The $100,000 suit against L. S. "Ben" Hamm, president of West Side Theatres, Inc., operators of a 13-house circuit, was thrown out of court here today by Superior Judge Orla St. Clair. The action was brought against Hamm 18 months ago by beneficiaries in the estate of the late Eugene H. Emmick who, with the late Robert McNeil and Michael Naify, founded the 100-house United California Theatres circuit. Naify still heads United California.

Emmick died in January, 1956, leaving an estate of more than three million dollars of which $250,000 was willed to the Blind Babies Foundation of Variety's Club's Tent No. 32 here and another $200,000 to Stanford University.

Hamm, who is also an attorney, drew up the Emmick will. Three of the beneficiaries, in an unusual action nearly two years ago, brought suit against the attorney and circuit chief rather than against the Emmick estate.

In dismissing the suit, Judge St. Clair ruled that the plaintiffs had failed to come up with sufficient facts to constitute a case of legal action.

Cleve. Theatre Sold

CLEVELAND, June 25.—The Hippodrome, 3,000-seat downtown first run theatre has been sold by the owners, Herbert Sheftel and Alfred Burger and associates to Benjamin Smerling, president of Eastern Theatres Corp., Newark, N. J., owners of a chain of New Jersey drive-ins. The new owners are expected to take over the Hippodrome tomorrow.

'Hill' Gross $162,567

"Pork Chop Hill," United Artists drama starring Gregory Peck, rolled up a big $162,567 total for four weeks at the Roxy Theatre here, it was announced by William J. Heineman, vice-president in charge of distribution. The Melville Production finished its fourth and final week yesterday with a gross of $29,831.

National Pre-Selling

"ROOM AT THE TOP," Continental's box office hit starring Simone Signoret and Lawrence Harvey, is pictorially treated in the June 23 issue of "Life," with all its honesty, emotional impact and fine drama. Miss Signoret, three times winner of Britain's best foreign actress award and named best actress at this year's Cannes Film Festival, is spotlighted in the photo essay.

In the same issue "Life's" 32 million readers will be exposed to the persuasive promotion of two big pictures: MGM's "North by Northwest" and U-I's "This Earth Is Mine."

•

Samuel Goldwyn's "Porgy and Bess," directed by Otto Preminger, was selected by Florence Somers of "Redbook" as the picture of the month for July. In her opinion Goldwyn has succeeded admirably in making the motion picture version of "Porgy and Bess" a fine production. The film, shown on Todd-AO wide screen with a brilliant stereophonic recording, has an exceptionally able cast.

•

"Anatomy of a Murder" was filmed in Marquette County in upper Michigan where Judge John Voelker, the story's author, has lived all his life. He was recently reelected to the State Supreme Court. To this Northern section of our nation "Look" sent cameraman James Hansen to get off-beat photos of the cast, crew and Judge Voelker for their June 23 issue.

The photo story of this Otto Preminger film spotlights some of the unusual mental processes of Judge Voelker, author of this compelling picture.

•

Ruth Harbert is genuinely impressed with Audrey Hepburn's splendid performance in "The Nun's Story," and is equally enthusiastic about this new Warner film, now playing at Radio City Music Hall.

Ruth says "This is a thought-provoking picture. Surprisingly enough it is also a suspenseful one. You'll be on the edge of your seats as, by incident after incident, a devout and intelligent young woman is impelled toward a tremendous decision. It is an absorbing experience."

•

"The Nun's Story" has been selected by "Seventeen" as the picture of the month for July.

•

"Shake Hands with the Devil," a UA film based on the "troubles" that beset Dublin during the Irish revolution of 1921, receives a laudatory review from Richard Marek in the June issue of "McCall's."

James Cagney is cast as the leader of the Irish revolutionary forces, and is so dedicated to its ideals, that he does not know when to stop fighting.

Marek says, "It is a fast and exciting film."

WALTER HAAS



Quiet On The Set, Please...

Shooting
has begun
in New York
on the most
eagerly-awaited
fusion of fire
and talent
in motion
picture
memory!



MARLON BRANDO ANNA MAGNANI JOANNE WOODWARD

TENNESSEE WILLIAMS' THE FUGITIVE KIND

Also starring MAUREEN STAPLETON · VICTOR JORY
Screenplay by TENNESSEE WILLIAMS and MEADE ROBERTS
Based on the play, "Orpheus Descending" by TENNESSEE WILLIAMS
Directed by SIDNEY LUMET · Produced by MARTIN JUROW and RICHARD A SHEPHERD
Associate Producer GEORGE JUSTIN · A JUROW-SHEPHERD-PENNEBAKER Production

THRU UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 85, NO. 123 NEW YORK, U.S.A., MONDAY, JUNE 29, 1959 TEN CENTS

portant Revenue

ublic Support or Hospital n Increase

ntague Makes Report at nual Rogers Board Meet

By SHERWIN KANE

CHROON LAKE, N. Y., June —The increasing public support of Will Rogers Memorial Hospital Research Laboratories through tributions to the annual audience ection appeals carries with it a onsibility to the public which may discharged in part through the rk of the research laboratories, Abe ntague, president, told the annual eting of the hospital's board of di- tors at the Edgewater Motel here terday.

The research laboratories are en- ed in work looking to the discov- of an anti-tuberculosis vaccine. gress in this work was reported n earlier by Morris Dworski, head the laboratories. Montague pointed in his annual report that since

(*Continued on page 5*)

dmissions to Rogers ospital at New High

Special to THE DAILY

CHROON LAKE, N. Y., June 28— re patients were admitted to Will gers Hospital in the past year than ny other similar period in its his- y, Dr. George E. Wilson, medical ector of the hospital, reported to board of directors at the annual eting here yesterday.

n all, there were 106 admissions the year from June 1, 1958, to May 1959. The hospital facilities are

(*Continued on page 5*)

ester Lees Dies; Sales irector, UA Records

Funeral services were held here yes- day for Lester Lees, director of es and sales promotion for United ists Records, at Riverside Memorial apel. Lees, who was 36, died Friday rning at the Long Island Jewish

(*Continued on page 4*)

Compo National Publicity Network Grows to 100 Cities, 181 Members

A total of 46 new cities and 62 additional representatives had been added to the Compo national publicity network, bringing the number of cities covered to 100 and the number of active committeemen to 181. This was reported at the weekend by Charles E. McCarthy, Compo information director.

Through the cooperation of Ernest Emerling, national director of advertising and publicity for Loew's Theatres, the following representatives of

(*Continued on page 4*)

Col. Sets 6-Month Schneider 'Salute'

Columbia Pictures is staging a six-month "Salute to the President" sales drive in honor of Abe Schneider, it was announced at the weekend by Rube Jackter, vice-president and general sales manager. Jackter revealed that more than $50,000 in prize money will be awarded in the drive which runs from June 26 to December 24.



A. Schneider

The general sales manager announced the details of the drive at the final session of a three-day top-level meeting between home office sales executives and division managers from the U.S. and Canada. The

(*Continued on page 3*)

100 B-B Radio Records Are Already on Order

Exhibitors throughout the country already have ordered 100 business building records of songs and jingles for radio use, Charles E. McCarthy, Compo information director, announced at the weekend. This was the industry's initial response even before demonstrations of the records in

(*Continued on page 4*)

Promotion of 'Ben-Hur,' Other Films Discussed

Progress on plans for the launching of Metro - Goldwyn - Mayer's $15,000,000 production of "Ben-Hur," as well as overall promotion of the company's important schedule of summer and fall releases were the subject of two weeks of conferences at

(*Continued on page 3*)

REVIEW:

The Big Fisherman

Rowland V. Lee—Buena Vista

WITH BROAD and sweeping strokes, on a majestic scale yet with the feeling of humanity which made the book a best seller, Rowland V. Lee, producer, and Frank Borzage, director, have translated the fabulously best-selling novel by Lloyd C. Douglas about the life of Simon Bar Jona, who became St. Peter, to the screen in memorable fashion. Lavishly mounted, beautifully photographed in Technicolor in the Panavision process which gives the wide screen tremendous depth and clarity, and carefully, reverently executed in each finest detail the picture is big in every aspect, including length.

For the three hours of screen time there is absorbing interest as the fictional story, which Douglas built around the New Testament facts of Peter's life, begins slowly in order to establish properly the time and the setting. That done, it moves more rapidly as Douglas' fictional story of the daughter of an Arabian princess by Herod Antipas becomes inter-

(*Continued on page 4*)

'Cranes' Is First

Allocate Seven Russian Films To U.S. Firms

Agreement Made to Share Expenses, Receipts Equally

"The Cranes Are Flying," which will be distributed in the U.S. by Warner Bros., will be the first Soviet picture to be shown here under the American - Russian film exchange agreement. The premiere is to be held in Washington, probably in September.

Allocation of the seven Soviet pictures purchased by American companies under the official agreement was made to the individual U.S. distributors at a meeting of the board of directors of the Motion Picture Export Association Friday. Eric Johnston,

(*Continued on page 2*)

Magazine Sections Will Spark 'Blue' Campaign

20th Century-Fox's "The Blue Angel" will receive one of the most elaborate national campaigns in the company's history, sparked by buys of special sections in national magazines, Charles Einfeld, vice-president reported at the weekend.

The film executive called attention to his organization's constant search

(*Continued on page 5*)

Postponement Didn't Hurt Fight Telecast Sales

The postponement of the Floyd Patterson-Ingemar Johansson heavyweight fight from last Thursday to Friday night brought no loss of outlets for the closed circuit telecast, a spokesman for the TelePrompTer Corp. said at the weekend. Some 170 theatres and arenas in 135 cities, with an aggregate seating capacity of 550,000, picked up the telecast from Yankee Stadium here. TelePrompTer officials at the weekend said they expected the telecast to gross in excess of $1,300,000, the previous record for such an event.

PERSONAL MENTION

SAMUEL GOLDWYN will leave New York today for Boston, where he will spend two days of activity in advance of the opening of "Porgy and Bess" at the Astor Theatre there on Aug. 6.

•

LEE KOKEN, of RKO Theatres, and board chairman of the National Association of Concessionnaires, left here at the weekend for a two-week vacation at Miami Beach.

•

BURTON H. HANFT, vice-president of Screen Gems, left here yesterday for London via B.O.A.C.

•

SIDNEY LANDAU, United Artists foreign department executive, and MRS. LANDAU will leave New York aboard the "Liberte" on July 3 for Europe.

•

SUSAN SILVERSTONE, daughter of MURRAY SILVERSTONE, president of 20th Century-Fox International, was married yesterday in the Silverstone residence, Scarsdale, to PAUL DARER.

•

RENEE SNITKOFF, publicity director for Hal Roach Distribution Corp., has been married to PETER FURST, writer and publicist.

•

ARTHUR FREED, producer, has returned to Hollywood from San Francisco.

•

WINIFRED KNIGHT, wife of TOM KNIGHT, owner of the Acme Theatre, Wiverton, Wyo., has undergone surgery in Denver.

•

TED POST, television director, left New York on Friday for London via B.O.A.C.

•

LYNDA BURNETT, United Artists booker in Atlanta, has left there for a vacation in Puerto Rico.

•

IVY TULLOS, of Ivy Distributing Co., Denver, is recuperating from surgery.

SHOWMEN WANTED!

Increase your Concession Sales to an all-time high with 4 Brand-New Full-Color Animated and Narrated Intermission-Time BLOCKBUSTERS from:

NATIONAL SCREEN SERVICE

TOPS IN TRAILERS!

U.S. Firms Get Soviet Films

(*Continued from page 1*)

president, presided and selection was made by lot.

The other pictures and companies to distribute them are as follows: "Swan Lake," Columbia; "The Idiot," 20th Century-Fox; "Circus Artists," Paramount; "Othello," Universal; "Don Quixote," MGM; and "Quiet Flows the Don," United Artists.

While the Soviet pictures will be distributed individually by the American companies an agreement was reached for a pooling arrangement among the distributors to share expenses and receipts on an equal basis. A committee of five will be appointed shortly by Johnston to supervise arrangements under the film agreement. The committee will consist of three domestic sales managers and two foreign sales managers.

Decisions Up to Individual

Each distributing company is to make its own decision whether to dub or subtitle the Soviet pictures released in the U.S.

The price of each Soviet and American standard size picture is $60,000, and the price for each wide screen picture is $67,000, as set forth in the agreement concluded in Moscow last October between the United States and the Soviet Union.

The Soviet Union has selected "Marty" as the first American picture to be shown in Moscow, under the agreement. The Moscow premiere is expected to be held in late summer or early fall. In addition to "Marty," the Soviet Union has purchased the following U. S. pictures: "The Seventh Voyage of Sinbad"; "Lili"; "The Great Caruso"; "Rhapsody"; "Roman Holiday"; "Oklahoma!"; "Beneath the Twelve Mile Reef"; "The Man of a Thousand Faces"; and "The Old Man and the Sea."

Americans to Go to Moscow

As provided in the agreement, two or three Americans will go to Moscow for the premiere there and two or three Soviet film personalities will attend the Washington premiere.

At the meeting here Friday Johnston distributed copies to the MPEA board of various memoranda from government officials regarding the film exchange agreement.

These included letters to Johnston from the late Secretary of State John Foster Dulles and George V. Allen, director of United States Information Service, thanking the MPEA head for his efforts in connection with the film negotiations carried on with the Soviet delegation. Dulles said, "The willingness of the American motion picture industry to be of assistance to the government has long been recognized as an outstanding example of responsible leadership.

The memoranda also contained remarks made to exhibitors at the meeting in Washington on Nov. 10, 1958, to enlist their support in exhibiting the Soviet pictures purchased under the agreement.

This meeting at the State Department was opened by the then Acting Secretary of State Christian A. Herter, who said, in behalf of the U.S. Government: "I will be here just one moment, first of all to express to you our appreciation for your coming to this meeting, which we feel is of very real importance and marks a real landmark in our whole relationship with the Soviet Union.

"I think that we appreciate some of the difficulties you may have in your mind in connection with the working out of this exchange agreement but I want to assure you as far as we are concerned we want to do everything we can to make it as easy for you to overcome such difficulties as you may have from the point of view of the governmental attitude in regard to showing of films that have been produced in Soviet Russia, and also to impress upon you, to the extent that I can, the fact that we feel this is a real landmark, and because of the completely reciprocal nature of the exchange agreements that have been worked out.

Hope to 'Break Down Barriers'

"We feel there is a tremendous amount to be gained for the United States in breaking down certain barriers which we hope in the long run will be of very real importance to us."

Following Secretary Herter's remarks, the meeting was addressed by Ambassador W. S. B. Lacy, special assistant to the Secretary of State in Charge of East-West Relations. Ambassador Lacy said: "I think that I ought to tell you all first, as the Acting Secretary has, how very much your Government appreciates your cooperation in coming here, and when I say 'your government' I mean exactly that. I mean the President, the Secretary, and the leaders of both parties of Congress."

Thus, the memo adds, "the entire responsible leadership of the United States Government not only endorses but actively supports the film agreement negotiated with the Soviet Union, and is prepared to assist in every appropriate way in carrying it out."

Remodel Pa. Theatre

WILLIAMSPORT, Pa., June 28.— The Keystone Theatre is being remodeled and renamed the State and upon reopening will operate under a first-run policy. A new marquee, lobby and screen are being installed and 200 seats removed to provide for a capacity of 925.

UA Anniversary Spotlighted Abroad

France, Germany and Argentina spotlighted United Artists' 40th Anniversary in newspapers, trade papers and free radio time. Cinematographique and Le Film Francaise, leading French trade papers, published stories about the company's past and present, with the emphasis on the current and forthcoming line-up of top releases.

In Germany, station WDR in Cologne presented a special program commemorating the film company's anniversary. The first part of the regular movie program carried a narration of the history of the company, along with comments about the great progress made.

In Argentina, considerable space was given by five widely-read daily newspapers, leading magazines and trade papers. These observances are part of UA's year-long celebrations of its 40th anniversary throughout the world.

Chicago's D-J's Honor Nichols' 'Five Pennies'

Special to THE DAILY

CHICAGO, June 28. — A weekend tribute to Paramount's "The Five Pennies," and to its jazzman subject, Red Nichols, was paid by 44 disc jockeys on this city's radio stations as a feature of the promotional launching of the production here. A total of 640 minutes of air time was given over to the tributes by the platter-spinners.

"The Five Pennies," starring Danny Kaye as Nichols, opened here on Friday at the Esquire Theatre. From one minute after midnight on that day, through Saturday, the "dee-jays" bombarded their listeners with praise of the picture, its music and Nichols, a "great" of the jazz world. Weeks ago, Kaye came to Chicago to host a special screening of "The Five Pennies" for the disc jockeys. Dot Records, which has brought out the L. P. soundtrack album of the film's music, followed this with a deejays reception.

Take Over 2 Theatres

BALTIMORE, June 28. — The Hicks-Baker Theatres here, which operates the Hampden and Bridge Theatres here, have taken over the Towson, at Towson, Md., and the Argonne at Belair, Md., from Porter Siewell.

Two For The Seashore?

Duet yourself . . . in Nature's Technicolor!



Mid-week or week-end, it's always a good time to come to

THE Berkeley-Carteret HOTEL Asbury Park

ONE HOUR FROM NEW YORK BY TURNPIKE & PARKWAY

In New York City, call WOrth 2-4018

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Ben-Hur'

(*Continued from page* 1)

e Loew's-MGM home office here. esident Joseph R. Vogel joined many the meetings, as did Morton A. ring president of Loew's Interna- nal Corporation, Jack Byrne vice- esident in charge of sales and his sistant sales managers, Burtus Bish- , Jr., and Robert Mochrie.

Strickling, Ramsay Returning

Returning to the coast over the eekend were Howard Strickling, vice- esident in charge of advertising- blicity-and exploitation and Clark msay, studio advertising manager. ey met with Dan Terrell, Silas F. adler, Emery Austin and other embers of the New York advertising- blicity staff; Oscar Doob, who is earheading special "Ben-Hur" activi- s; Loew's International publicity ff and representatives of Donahue Coe, MGM's advertising agency.

'Northwest' Previewed

"North By Northwest," which has world premiere at the United Ar- ts Theatre, Chicago next Wednes- y was previewed during the series meetings. Producer-Director Alfred tchcock in New York for the spe- l showing met with the group on ans for the national release of this oduction. Other early Metro-Gold- n-Mayer releases discussed include: "It Started With a Kiss," "Libel," he Beat Generation," "The Scape- at," "For the First Time," "Tarzan, e Ape Man," "The Big Operator," d "Girls Town."

ays S.C. Ruling Could ettle 'Sunday' Issue

Special to THE DAILY

SPARTANBURG, S. C., June 28. — decision by County Court Judge harles M. Pace on the petition of bert Talbert manager of the Caro- a Theatre, seeking a declaratory dgment on the status of Sunday film ibition here "might clarify matters the entire state as to whether or t the showing of movies on the Sab- th really does violate the Sunday ue laws'" is the opinion of James Verner, assistant attorney general. Talbert is manager of this city's gest film theatre. He was arrested, ed and acquitted in court here on a arge of violation of the law which bids the opening of the theatre on nday.

Comment by Verner

Commented Verner, who believes n the Spartanburg case may decide ether or not the showing of Sun- y movies really violates the "blue ws": "We only have to agree on a w facts that shouldn't be any prob- n. Then we'll argue the case and Judge Pace decide it."

Verner went on to explain that there s no case on South Caroina law oks which specifically says movies e in violation of Section 64-I, the law der fire which prohibits "common ys and interludes."

REVIEW:

The Big Circus

Saratoga—Vic Mature Prod.—Allied Artists—CinemaScope

HOLLYWOOD, June 28

HERE IS A fast moving three-ring circus with entertainment, action and drama filling each of them from the opening scene whistle of ringmaster Vincent Price to the fadeout kiss of circus boss Victor Mature and his lovely female press agent Rhonda Fleming. There isn't a dull moment in this "family trade" money-maker, as situations are piled on each other to keep Mature from running a successful circus and repay a heavy bank loan, all instigated by a former partner's attempt to ruin him.

The marquee-studded cast consisting also of Red Buttons, Kathryn Grant, Peter Lorre, David Nelson, Adele Mara and Gilbert Roland, who co-stars with a credible, dramatic portrayal of an aerialist, registers importantly in this front and backstage drama of circus life. Producer Irwin Allen, who also wrote the screenplay with Charles Bennett and Irving Wallace from his own story, did not stint on production values, cleverly integrating such well-known circus attractions as Hugo Zacchini, the "human cannonball"; Dick Walker's Lion Act; The Flying Alexanders; and Gene Mendez, the wire walker, among others.

The film's title song, written by Sammy Fain and Paul Francis Webster, is used to strong advantage throughout with variations of the theme punctuating the mood and action. The song has a commercial lilt that should bring disc jockey participation in the promotion of the film.

CAMERAWISE Winton Hoch and director Joseph Newman have utilized camera angles under the big top to garner the excitement of daredevil acts, making full use of the CinemaScope ratio and colorful effects contributed by Technicolor. Producer Allen's wise choice of recent Academy Award winning film editor Adrienne Fazan is evident in the resultant fluidity of story and character development.

The story, highlighted with exciting moments of suspense created by the capturing of a lion on the loose, a fire on the circus grounds, a circus train wreck, treachery on a trapeze, and a realistic optical effect showing Gilbert Roland walking a tight rope across Niagara Falls, is focused on Mature's endless problems of satisfying a bank loan during the circus season.

Red Buttons shines as the bank representative traveling with the circus to protect the bank's interest, falling in love with Mature's sister, Kathryn Grant, and filling in as a clown for a sick Peter Lorre. Rhonda Fleming handles her eye-filling role of press agent with charming authority.

Mature saves the circus from failure during a subway strike in New York when he gains the support of Steve Allen's sponsors to replace their regular show with his; and David Nelson is discovered as the saboteur for Mature's former partner, and cause of the train wreck in which Adele Mara is killed and which nearly brings an end to Roland's career. Nelson, member of the trapeze act with Mara and Roland, tries also to do away with Miss Grant, who has ambitions to be a trapeze artist, but suffers a fatal fall himself during a chase above the circus crowd by Roland.

Running time, 108 minutes. General classification. Release, in July.

SAMUEL D. BERNS

Halt Showing of Garbo Film in Forest Hills

The announced showing of "Streets of Sorrow," starring Greta Garbo, advertised for showing at the Inwood Art Theatre in Forest Hills for a run beginning Friday, was cancelled by the theatre after court action was initiated by Brandon Fims, Inc. authorized licensee, according to an announcement at the weekend, by Thomas J. Brandon, president. An order to show cause for a temporary injunction, based on a summons and complaint for a permanent injunction, was signed by Justice Court, Queens County on Wednesday, and a hearing was set for Friday.

Harold J. Crawford in the Supreme

Sees 'Far More' Involved

After service of the summons by attorney V. L. Chalif on Edward Saretsky, the president of the defendant corporation, Excellent Films, Inc., he decided to cancel his scheduled showing. The hearing has been set over for July 10, according to Brandon, who said that he will proceed to "take every step to permanently restrain the exhibition of this film in violation of my rights." Far more than the stopping of this particular showing is involved," Brandon said.

Columbia Sets

(*Continued from page* 1)

closing session followed a special luncheon for the sales heads, hosted by Schneider in the executive dining room.

Jackter said that the drive had the potential to be the most successful in the company's history because of the outstanding product to be released in the six-month period. Among the films involved are "Anatomy of a Murder," "Middle of the Night," "They Came to Cordura," "The Last Angry Man," and "It Happened to Jane."

The drive will consist of four separate contests, with all results to be judged on a branch basis. The four contests include: branches competing against their own quotas; division managers competing against each other; branches competing against each other in special groupings according to their income possibilities; a captain's contest, with five Columbia executives vying in a "prestige competition."

Top Echelon Present

Participating in the captain's contest are: A. Montague, executive vice-president; Leo Jaffe, first vice-president and treasurer; Sam Briskin, vice-president in charge of West Coast studio operations; Paul N. Lazarus, Jr., vice-president; and Jonas Rosenfield, Jr., executive in charge of advertising and publicity.

All contests will be based on total billings. Winning branch prize money will be awarded to branch managers, salesmen, bookers and office managers.

Skouras Will Serve on New York U.S.O. Unit

Spyros Skouras, president of 20th Century-Fox, has accepted the invitation of Donald S. Stralem, chairman of the New York City U.S.O. Committee, to serve as a member of the committee.

The New York City U.S.O. Committee, formerly known as the U.S.O. Fund of New York, aims to raise $1,600,000 in its campaign for 1959. This figure is the city's share of the $11,500,000 U.S.O. national goal needed to help carry on its established program of services to the men and women of the Armed Forces.

New Article on Hughes

Trans World Airlines' new jet fleet is playing an important part in the solution of Howard Hughes' financial problems, according to an article titled "A Deadline for Howard Hughes?" in the July issue of *Fortune Magazine*. With the jet liners operating at 96 per cent of capacity, the article points out, a group of investment banking houses led by Dillon, Read, backed by Lazard Freres and Lehman Brothers, have agreed to tackle the problem of refinancing a portion of the debt burden of TWA. The current article is a further report on Hughes' activities which the magazine previously covered in an article in the January, 1959, issue.

Compo Web

(*Continued from page* 1)

that circuit have agreed to serve on the committee:

William Trambukis, Providence; Frank Henson, St. Louis; Milton Kaufman, Norfolk, Va.; Maurice Druker, Kansas City; Homer McCallon, Houston; Frank Arena, South Bend; Lester Pollack, Rochester, N. Y.; Rodney Toups, New Orleans; Samuel Shubouf, Indianapolis; Sam Gilman, Syracuse; George Peters, Richmond; Miss Ann Bontempo, New York City; Kermit Allum, Evansville, Ind.; Walter Kessler, San Francisco; Lou Brown, Boston; Arthur Groom, Memphis; Judson Moses, Atlanta, Ga.; and William Elder, San Francisco.

Harry Goldberg, director of advertising and publicity for the Stanley Warner Theatres, was instrumental in securing the following members of the Warner and Fabian circuits to serve on the national committee:

Earle Westbrooke, Norfolk; Gene Plank, Reading; Ward Kreag, Allentown; Jerry Wollaston, Harrisburg; Cornelius Szakatis, Hammond; James McCarthy, Madison, Wis.; Stanley Gross, Appleton, Wis.; William Bindel, Racine; Leo Schuessler, Sheboygan; Warner Zoeckler, Clarksburg, W. Va.; Michael Cardone, Fairmont, W. Va.; Tony Collincini, Greensburg, Pa.; Joseph Freeman, Johnstown, Pa.; Louis Fordan, McKeesport; Charles Passinger, Morgantown, W. Va.; Robert Neilson, State College, Pa.; Joseph Zazzaro, Ambridge, Pa.; Henry Pastetter, Erie; Curtis White, Hornell; Gus Nestle, Jamestown, N. Y.; Andrew Gorzo, New Kensington, Pa.; Thomas Budjanec, Oil City.

Also, William Riester, Sharon; Jerry Porto, Tarentum; Frank Brown, Titusville; George Sarvis, Warren, Pa.; William Wyatt, Charleston, W. Va.; James Salmans, Coshocton, O.; Frank Harpster, Mansfield; George Fraser, Portsmouth, O.; Millard Ochs, Akron; Irving Solomon, Canton, O.; Howard Higley, Cleveland; Elmer Smith, Findlay; Wallace Elliott, Lima; Ben Schwartz, Massillon; Vogel Gettier, Lorain; Edward Gartner, Sandusky; Frank Savage, Youngstown; Mel Katz, Johnstown, Pa.; P. Rapp, Schenectady; and R. C. Murphy, Troy, N. Y.

Lester Lees Dies

(*Continued from page* 1)

Hospital, which he had entered a week before for treatment of a heart condition. Burial was at Beth David Cemetery, Long Island.

A 15-year veteran of virtually every phase of the music industry, Lees joined UA Records in October 1958 after serving as sales manager for Atlantic Records. He entered the music business working for M. Witmark, Music Publishers. During his career he was a salesman for Mercury Records and held a record distribution post with Seaboard Distributors of Albany.

He is survived by his wife, Priscilla, and two daughters, Nicole and Linda, his mother, Mrs. Faye Lees, and sister, Mrs. Finkleman.

The Big Fisherman

CONTINUED FROM PAGE 1

twined with the story of Simon, the Big Fisherman, who is sceptical at first of the stories of the Nazarene but who eventually comes under his influence and becomes Peter—the Rock.

The adaptation of the novel is by Lee in collaboration with Howard Estabrook and it translates faithfully the spirit of the book which gave the New Testament story a human and intimate dimension. Like the book the picture is most successful in depicting the tensions and turbulence of the period when Rome was extending her Empire through the Middle East, dealing—and double-dealing—with the king and princes of the area. The conquest by Romans increased rather than lessened the hatreds between peoples and the injustices of man to man. Into this scene the picture introduces Susan Kohner as the half-Judean half-Arabian princess who has been brought up by her cast-off mother in Arabia, and is in love with an Arab prince. Learning for the first time of her father, Herod Antipas', cruelty, tyranny and betrayal of her mother, she swears revenge and disguised as a boy sets out for Galilee and the city of Tiberias to assassinate her father.

Set upon by robbers she is sheltered by Howard Keel, the successful and respected Galilean fisherman, who takes her into his household and under the care of Beulah Bondi, his mother-in-law.

The influence of Jesus, first upon Simon's crew, James, John and Andrew, and then upon Simon and finally upon the girl is beautifully told.

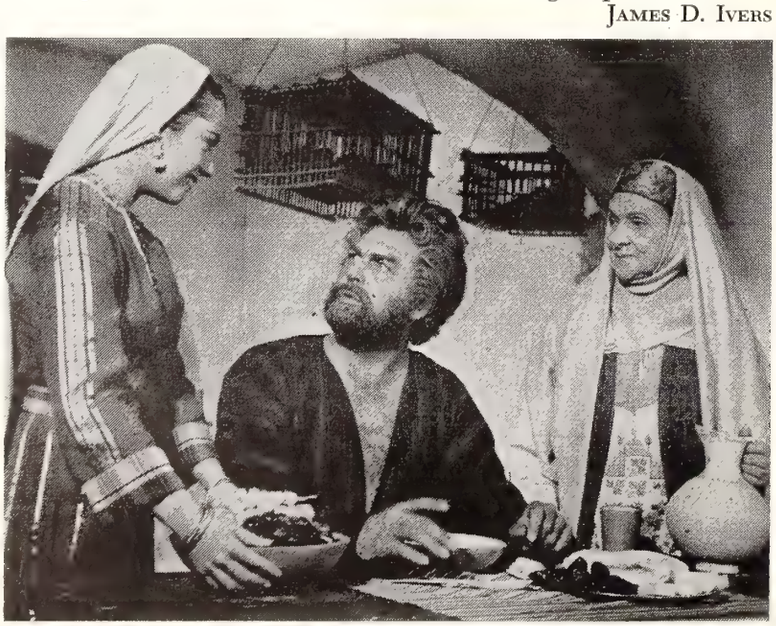
While the characters, particularly Keel as Peter, Miss Kohner as the girl, John Saxon as the Arab prince, and Herbert Lom and Martha Hyer as Herod Antipas and his incestuous partner Herodias, are satisfactorily depicted, it is in the creation of the atmosphere, the daily life and the setting of Galilee and Rome 2000 years ago that the production is most fascinating. Magnificent sets of the palace of Herod and of Tiberias in Rome, the Galilean hills, the simple villages which today are still very much as they were then the wild and awesome Arab country across the Jordan, all give the picture a feeling of reality and a sense of presence which adds greatly to the story.

The direction of Borzage also is praiseworthy in that it dwells on the intimate human touches which make the characters real and lends verisimilitude to the production. At the same time its rhythm and pace carry the fictional plot and the well known facts of the Biblical story along evenly and suspensefully through the full three hours of screen time. The Sermon on the Mount; the calling of the Apostles, led by Peter, to "Follow Me"; the healing of the blind and of the sick are handled reverently and yet realistically. The Messiah is never shown face to face on the screen.

The production is, of course, a religious picture and as such should win the widest kind of support from the church and family audience. At the same time the fictional story woven around the story of Peter and the Apostles has sufficient action and romance to appeal to all audiences everywhere and for a long time to come.

Running time, 3 hours. General classification. August pre-release.

JAMES D. IVERS



Susan Kohner, Howard Keel, and Beulah Bondi in "The Big Fisherman."

Projection Council Will Have Booth at TOA Show

Theatre owners wishing to improve the quality of their projection and sound and the physical comfort of their theatres, will be able to secure the necessary free technical advice at the annual convention and trade show of the Theatre Owners of America at the Hotel Sherman in Chicago from Nov. 8 through 12.

Comment by Kerasotes

George G. Kerasotes, TOA president, said at the weekend that the Council for the Improvement of Theatres and Motion Picture Projection will have a special booth at the registration area of the TOA convention to handle exhibitor requests.

Kerasotes said the booth will be manned throughout the trade show by TOA staff members who will assist theatre owners in filling out the Council questionnaire to secure technical inspection service.

Trained Experts Sent

The Council, with the cooperation of trade associations and firms concerned with the physical aspects of theatre operation, is sending trained experts to any theatre whose owner wants his facilities checked to insure that he is getting the maximum performance from his equipment. Cooperating in the program are the Theatre Equipment Dealers Association, the Theatre Equipment and Supply Manufacturers Association, the Society of Motion Picture and Television Engineers, the International Alliance of Theatrical Stage Employees and Motion Picture Operators, TOA and the National Carbon, Lorraine Carbon, RCA Service and Altec Service Companies.

B-B Radio Records

(*Continued from page* 1)

35 key cities, he said. Records for the auditions to exhibitor groups in key cities have already been shipped.

Each record has songs and jingles for nine radio spots, seven on one side and two on the other. The discs are being made available to all exhibitors at a cost of $5 per record which includes packing and mailing costs. Compo has assumed a charge of approximately $3,000 which covers a royalty fee to talent guilds and the cost of manufacturing two master records.

Exhibitor Pays for Radio Time

The record may be used for a period of 13 weeks from July 1 to September 30, 1959, after which all records must be destroyed. Radio time must be paid for by the exhibitor. In order to obtain saturation use of the record, exhibitors in some areas are buying up a number of choice radio spots, and sharing the expense of the promotion.

Because of the limited time in which the records may be used, McCarthy suggested that all orders for the records, with accompanying checks, be sent in as soon as possible so that there may be no delays in delivery.

PEOPLE

Joe Gershenson, Universal producer, usical director and recording artist, s signed a new contract with the dio, effective immediately. The w agreement will find him remain- on the Universal lot, but as an dependent department. In addition, will continue to function as the mpany's musical director.

□

William Goldman, head of the Wil- m Goldman Theatres, Philadelphia, s been named by **Mayor Richardson** lworth to serve as chairman of the eedom Week Committee, to be lebrated this week.

□

Harold Frederick has been named anager of the Capitol Theatre, At- ntic City, N. J., which was opened rlier this month under the new own- ship of **Max Chassens.**

□

Phillips Matthews, owner of the auderdale Drive-in Theatre, Fort auderdale, Fla., has been elected ce-president of the New Rivers siness Men's Association.

□

Bernard J. Bispeck, manager of the ate Theatre, Harrisburg, Pa., has en elected president of the Harris- rg Advertising Club and president the Harrisburg-Allison Hill Lions lub.

□

Burton C. Haney is the new owner the Macon Drive-in Theatre, Lafa- tte, Tenn., having purchased it from ephens and Alred.

lagazine Sections

(*Continued from page* 1)

r new ways to promote 20th prod- t and stars and noted that the com- nation of producer Jack Cummings' traction and May Britt gave the 0th promotional department excellent ols with which to work. More than ree quarters of a million dollars has ready been budgeted on "The Blue ngel," more than two months in ad- ance of the attraction's opening, with ldditional amounts still to be allocat- l he said.

The national magazine idea, based pon conceptions by 20th's advertising d art departments is something new motion picture advertising, Einfeld id. Trade paper and newspaper sec- ons have previously called attention motion picture attractions, but pub- cations such as *Life* and *Look* have ever carried multi-page layouts on a ngle motion picture, he pointed out.

Stresses 'Star Featurettes'

Another facet of the campaign as utlined by Einfeld is the second in a eries of new star featurettes, to be roduced at the 20th Century-Fox tudios and starring "Blue Angel" new- omer May Britt. Einfeld also called ttention to a proposed tour by Miss ritt which would be the most exen- ive star tour in the company's history.

Aid to Hospital Growing

(*Continued from page* 1)

the major function of the hospital is caring for "Our Own"—entertainment industry members and their families—the research work in the public interest tends to help discharge the hospital's indebtedness for the increasing support being given it by the public.

Montague noted that when the industry took over responsibility for the hospital exactly 10 years ago, it assumed all of the financial burden. Now, however, the audience collectio by some 3,500 or more theatres annually contribute an important part of the hospital's revenue.

Considering Asthmatic Children

Concerning future plans, Montague said the hospital directors have had "many discussions of the need for care of asthmatic children and also of a separate building as an annex to the Hospital and Research Laboratories to house our staff and thus increase our patient-capacity.

"I am sure that every one of us feels a deep and satisfying pride in what has been accomplished in our first 10 years of operation," Montague said.

He noted that the entire distributor-exhibitor organization in the exchange areas has given vital support in nationwide contact work in conducting the combined annual Christmas Salutes and Audience Collection drives—the main sources of the hospital's financial support.

He said that today "there is no better physical plant for the care and treament of all chest diseases anywhere in the world" than the Will Rogers Hospital.

Fabian Gives Financial Report

The financial report of S. H. Fabian, hospital treasurer, revealed that audience collections in the past year provided $430,094, and the Christmas Salute, $120,164. Total income for the year amounted to $661,650. Cost of capital improvements to the hospital during the year came to $18,321.

Receipts for the 10 years since the industry became responsible for the operation of the hospital amounted to $3,973,981; operating expenses, $2,-470,954, and capital improvements, $233,720. The hospital had a balance as of June 1 of $1,269,306.

In his report for the fund raising and finance committee, Eugene Picker, chairman, said that on the basis of past experience the audience collections no longer will be limited to the week of Aug. 18-23. For local reasons many exhibitors prefer other dates, so this year the month of August will be designated "Will Rogers Hospital Month" but theatres, nevertheless, will have the option of conducting their audience collections any time during July, August or September.

158 Circuits Participated

The report noted that 158 circuits of all sizes participated in the 1958 Audience Collections. The four leading collections were: Fabian-Rosen Theatres (including Stanley Warner and Cinerama), $88,734; Loew's Theatres, $86,384; RKO Theatres, $23,-424, and AB-PT, $59,803, or a total from the four of $258,347, more than half the entire Audience Collection of $430,094 from 3,666 theatres. The previous year $418,105 was collected by 3,907 theatres.

Eastman Stock Contributed

The appeal trailer was made possible by an Eastman Kodak raw stock contribution for the first 1,000 prints, arranged by William German; processing was done by De Luxe Laboratories, with Pathe and Consolidated contributing a proportionate share, and National Screen Service handled distribution. The trailer featured Tony Curtis. This year David Niven will do the trailer appeal.

The Christmas Salute last year produced $120,164 for the hospital, made up of $89,570 from employes' scrolls and $30,593 in special gifts. There were $5,873 scrolls returned, an average of $115.24 per scroll, and $1.15 for each of the 77,588 signatures.

Benefit Party Helped

Additional income, the report showed, came from a theatre benefit party conducted by the special activities committee headed by Thomas Rodgers and Irwin Freedman, which produced $6,274 net; a hospital room sponsored by American Guild of Musical Artists; $8,553 from the Permanent Charities Committee; and $41,-432 from the Motion Picture Association of America.

An increase of approximately $30,-000 in fund-raising was shown for 1958 over the preceding year, the report said.

At the annual luncheon given the visiting directors and guests on Friday by the hospital staff and patients, Montague expressed gratitude for the contribution made by the Radio City Music Hall Rockette Alumnae Ass'n. to the hospital. He also assured the some 200 at the lunch that the hospital will be a "permanent institution." In the past there has been some uncertainty that the industry would be able to maintain it, he pointed out, but "such uncertainty no longer exists."

Praises Murray Weiss

Mentioning the beneficial work being done at the hospital and recent improvements there, Montague credited Murray Weiss, chairman of the hospital operations committee, and he also thanked the hospital doctors, staff and J. Edward Shugrue, executive director of the hospital.

Harold Hoffman, executive secretary of the Screen Actors Guild, announced that his organization would repeat for another year its annual contribution to the hospital. Hy Fain, of the American Guild of Musical Artists, reported that group would make a contribution sufficient to sponsor a room at the hospital.

Ned E. Depinet, a member of the board, spoke of the annual audience collection, saying he feels the industry has a right to go to the public for assistance if only because show business at all times accedes to public requests for its help and contribution of its services.

Other speakers included Lindsay McCarrie, a former patient, who expressed the appreciation of the Will Rogers' patients to the industry and the board of directors for their support, and Roger Touhy, editor of the local *Adirondack Enterprise.* Robert J. O'Donnell was master of ceremonies.

On the luncheon dais were Montague, Depinet, Weiss, Moe Silver, Alex Harrison, Max Cohen, George Eby, Richard Walsh, Sam Rosen, J. Robert Hoff, and Eugene Picker.

After the lunch the new audience appeal trailer featuring David Niven was screened and the visitors given explanatory talks on hospital research work being done by members of the staff.

TENT TALK

Variety Club News

BALTIMORE—Tent No. 19 of this city has chosen as its major fund-raising activity this year the Navy University of Maryland football game, sched- Memorial Stadium here on Nov. 7. uled for Memorial Stadium heer on Nov. 7. The plan is to sell 40,000 admissions at $5.00 each. According to Chief Barker Meyer Rendelman, his fellow barkers have pledges of thousands of seat sales. In previous years the club has sponsored the "Icecapades" and "The Greatest Show on Earth."

△

ALBANY, N. Y.—The Monday after Labor Day has been tentatively selected for Variety Club's annual golf tournament and dinner. The affair will be held at the Shaker Ridge Country Club in Colonie on Sept. 14.

Admissions Increase

(*Continued from page* 1)

available to any member of the entertainment industry, or members of their immediate families, who are suffering from tuberculosis or other chest diseases.

Of the past year's admissions, Dr. Wilson's report showed, 38 were for tuberculosis and 68 non-t.b.

During the same period, the hospital had 76 discharged patients, 27 were t.b. and 49 non-t.b. There were 10 deaths, all non-t.b. during the year.

The average length of stay for discharged patients was 128 days.

Allied Outing Slated

BALTIMORE, June 28.—The Allied Motion Picture Theatre Owners of Maryland have scheduled their annual outing for Tuesday, Aug. 11, at the Annapolis Country Club, near Annapolis, Md. Vernon Nolte, executive of the Durkee Enterprises, is general chairman and plans a day's program to include golf, sports, other outdoor events and a crab feast. Meyer Leventhal is president.



...a honey of a letter!

COMMONWEALTH Theatres

TELEPHONE GRAND 1-2390

215 West Eighteenth Street
Kansas City 8, Missouri

M. B. Smith
Director of Advertising,
Publicity, Public Relations

June 5, 1959

Mr. Arthur L. Manheimer
National Screen Service Corp.
Special Films Division
1307 South Wabash Avenue
Chicago 5, Illinois

Dear Art:

Last week I managed to screen the "Mr. Hollywood Movie Bee" trailer. I want to congratulate you on the excellent production and the tremendous backgrounds which you used in this trailer. It has nothing but showmanship in it, and it certainly should have a tremendous impact on any audience.

I trust that many exhibitors will take advantage of this fine medium for selling their top attractions which will play their theatres this Summer and Fall.

Kindest regards,

M. B. Smith

MBS/m



...for a honey of a trailer!

Contact your local N.S.S. Exchange for information on this NEW COLOR SELLING HEADER



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 85, NO. 124 NEW YORK, U.S.A., TUESDAY, JUNE 30, 1959 TEN CENTS

High Court Revokes N.Y. 'Lady Chatterley' Ban

Decision Interpreted as Striking Down State's Film Law; Court Refuses To Rule Out All Prior Censorship

By J. A. OTTEN

WASHINGTON, June 29—The Supreme Court today overturned New York State's ban on "Lady Chatterley's Lover," in a sweeping decision which apparently strikes down the New York State film censorship law.

The court still refused to say flatly that all prior censorship of motion pictures is unconstitutional, but the court's unanimous opinion, written by Justice Potter Stewart, reaffirmed that "motion pictures are within the First and Fourteenth Amendments' basic protection."

The First Amendment's basic guarantee, Justice Stewart said, "is of freedom to advocate ideas." New

(*Continued on page* 10)

gers Hospital

eighs Coast und Drive n Its Own

ssatisfied with P.C.C. lotment; 'I.A.' Help Seen

(Pictures on Page 3)

CHROON LAKE N. Y., June 29. ie advisability of the Will Rogers norial Hospital and Research oratories conducting its own fund citation in Hollywood outside the manent Charities Committee there discussed at the annual meeting the hospital's board of directors e at the weekend.

Considerable dissatisfaction was ressed at the meeting with the an- l amount allocated to the hospital the P.C.C., particularly in view of fact that since the enlargement he hospital's services to include all st diseases many more members of

(*Continued on page* 9)

ompo Reorganizes esearch Committee

Reorganization of the Compo Re- rch committee has been completed l the committee will begin immedi- y to consider proposals for an in- try research program, Charles E. Carthy, Compo information direc- , said yesterday. Replacing Walter ade, Jr., resigned, Albert Pickus Stratford, Conn., will be chairman the enlarged committee. Other mbers are Max A. Cohen, Ralph

(*Continued on page* 2)

ew Orleans Papers tart Film Ad Censoring

Special to THE DAILY

NEW ORLEANS June 29.—A new- inaugurated policy of censoring mo- n picture advertising by the *Times ayune-New Orleans States* and nbined *New Orleans Item* has con- erably aroused the film industry re.

A representative of the advertising

(*Continued on page* 4)

ELEVISION TODAY — p. 11

D.-J. Would Revise ASCAP Procedure

From THE DAILY Bureau

WASHINGTON, June 29.—The Justice Department said it had filed in New York Federal District Court today an order proposing that the American Society of Composers, Authors and Publishers overhaul their voting and payment sytems.

The order is aimed at meeting complaints that ASCAP has favored some of the larger and older members, and

(*Continued on page* 4)

Informal MPAA-ACE Conferences Under Way

Informal conferences between Eric Johnston, president of the Motion Picture Association of America, and S. H. Fabian, chairman of the American Congress of Exhibitors, were held yesterday at the MPAA board room here, and will be resumed today.

MPAA spokesmen said the conferences are covering a variety of subjects which will determine whether another meeting between MPAA and ACE representatives should be held. If it is decided in the affirmative, a

(*Continued on page* 4)

Fight Film Is Called 'Exciting'

United Artists and the Group Communications Division of TelePrompTer Corp. have themselves a rousing fight film in the recapitulation of Friday's Ingemar Johansson-Floyd Patterson heavyweight championship bout at Yankee Stadium.

Although the fight ended with Pat-

(*Continued on page* 11)

Fight Telecast Gross Reported $1,032,000

Reports from 95 per cent of the 170 theatres and arenas carrying the closed circuit telecast of the Patterson-Johansson heavyweight championship fight on Friday night indicate that the event played to about 244,000 cus-

(*Continued on page* 11)

Rules No Re-Trial for Goldwyn 'Trust' Suit

Special to THE DAILY

SAN FRANCISCO, June 29.—There will be no re-trial of the Samuel Goldwyn $2,000,000 anti-trust suit it was officially ruled today by Chief U. S. District Court Judge Louis

(*Continued on page* 4)

Four S.C. Theatres Open On Sunday; Business Good

Special to THE DAILY

GREENVILLE, S. C., June 29—Climaxing their announced intention to open on the Sabbath in defiance of the state's ancient "blue laws," four downtown theatres and five drive-in theatres here threw open their doors yesterday. Most reported good business.

Because of a new ruling by the state attorney-general, sheriff John Martin did not close the theatres, merely issuing subpoenas for the various managers to appear before city magistrate Bates Aiken to answer charges of "blue law" violation. No bonds were required.

REVIEW:

North by Northwest

Hitchcock—MGM—VistaVision

AS UNMISTAKABLY Hitchcock as the famed pencil profile, this sparkling production is crammed to the edges of the VistaVision widescreen with the trademarks of the Old Master. It is as though he had decided to use every trick of shock, suspense, excitement, terror which gains impact from its use in familiar surroundings, and continually violent action, in one explosive work. It must have been fun to do it and it is certainly fun to watch it.

With the potent names of Cary Grant, Eva Marie Saint and James

(*Continued on page* 4)

PERSONAL MENTION

HENRY H. MARTIN, Universal Pictures general sales manager, has left New York for New Orleans, to return on Thursday.

•

TAYLOR MILLS, Motion Picture Association of America information director in New York, has left here for his three-week annual vacation.

•

BRUCE EELLS, United Artists Television executive vice-president, has returned to New York from Hollywood.

•

BRIG. GEN. DAVID SARNOFF, chairman of the board of Radio Corp. of America, will return to New York from Europe today aboard the "Queen Mary."

•

FRED ASTAIRE will leave New York today for London via B.O.A.C.

•

CHARLES SCHLAIFER, advertising agency head, has left New York for Los Angeles.

•

DAVE BADER, vice-president of Atlantic Television Corp. will leave this week with MRS. BADER for London and the Continent.

•

ARTHUR MANSON, Cinerama advertising-publicity director, left London yesterday for Singapore.

•

MOSES LEBOVITZ, president of Independent Theatres, Inc., Chattanooga, and Independent Theatres of Georgia, arrived in New York yesterday from Chattanooga.

•

ROBERT SWEETEN, amanaging director of the Centre Theatre, Denver, has left there with his family for a two-week tour of the West Coast.

•

HELEN YOUNGSTEIN, daughter of MAX E. YOUNGSTEIN, vice-president of United Artists was married at the Plaza Hotel here on Sunday to ROBERT VERNO, a student at the RCA Institute of Technology.

•

DOMINICK DUNNE, executive producer for Martin Manulis Productions at 20th Century-Fox Television, has arrived in New York from the Coast.

•

BERNARD F. KAMINS publicist and advertising consultant of Beverly Hills, has left there for Boston and New York.

•

IRENE HYAMS, wife of JOSEPH HYAMS, press representative for the "Porgy and Bess" unit, gave birth here on Saturday to a boy.

Gold Medal Day Decreed In Bronx on July 21

The Hon. James J. Lyons, borough president of the Bronx, has decreed Tuesday, July 21, as Gold Medal Day "upon the occasion of the third birthday of the Gold Medal Studios and the rebirth of picture-making in the Bronx." To celebrate the event, borough president Lyons will formally induct Martin H. Poll, president of Gold Medal Studios, as commissioner of motion picture arts.

Formerly the old Biograph Studios, the buildings had remained idle for 20 years until they were acquired from the City of New York three years ago by Poll and his associates, and opened to motion picture production in July, 1956 with Elia Kazan's "A Face In The Crowd". Currently, the studios' facilities are being used for the filming of "The Fugitive Kind."

Silent Stars Invited

The Gold Medal Studios has invited the casts of its recent films, stars of the silent movies, celebrities of stage, screen and television, and city officials to join in a safari to the Bronx on July 21.

New 9mm Carbon Rated For 10% More Light

A new 9mm high-intensity positive projection carbon, rated to produce up to 10 per cent more light, has been announced by the National Carbon Company.

Amperage for the new carbon is said to have been increased from the previous 75 to 85 ampere range to a maximum of 90 amperes, making 10 per cent more light possible at the same burning rate; or the new carbon can be operated at the same light level and would then burn up to 12 per cent longer.

DCA Gets 'Tamango'

"Tamango," filmed on location in France with Dorothy Dandridge and Curt Jurgens, will be distributed in the domestic market by Hal Roach Distribution Corp. Arthur Sachson, general sales manager, said the film will be backed by an all-out radio, TV and newspaper campaign. All key city openings are to be handled by exploitation teams headed by Bill O'Hare, advertising and publicity director.

Morton in KRS Post

LONDON, June 29.—Monty Morton, managing director of United Artists in Great Britain, has been elected chairman of the Kinematograph Renters Society Council, succeeding Arthur Abeles. As senior renting managing director, Morton has been presiding at Council meetings since Abeles' resignation.

Research Unit

(*Continued from page* 1)

Hetzel, Harry Goldberg, Irving Dollinger and McCarthy.

Outlines of proposed campaigns have been submitted to Compo McCarthy said, by 10 of the country's leading research firms. These outlines will be studied by the committee, which has been directed by the Compo executive committee to bring in a report of its findings at the annual Compo meeting to be held Oct. 13. The executive committee also directed that with the report of it sfindings the research group should also report a plan for raising money outside of Compo's finances to pay for any research program it may recommend.

It is expected that the first meeting of the committee will be held shortly.

Exhibitor Units Set Up B-B Record Auditions

Five exhibitor groups have arranged auditions for Compo's business-building records for radio use, Charles E. McCarthy Compo information director, announced yesterday. In addition, individual orders for the records were pouring in from all sections of the country, weekend orders having been received from Chicago, Detroit, Anaconda and Malta, Mont.; Canton and Wellsville, O.; Wichita, Kan.; Richmond Va.; Charleston, S. C.; Rome, Ga., and Burley, Idaho.

Carlton Duffus executive director of the Virginia Motion Picture Theatre Association, informed McCarthy that the record would be played at a business meeting of the association on July 7. Paul Townsend of the Stanley Warner Management Association in Oklahoma City, reported that an audition of the record has been arranged for the monthly board meeting of the United Theatre Owners of Oklahoma on June 29.

Action by Rorex

D. B. Knight of the Tri-State Theatre Corporation, advised Compo that the record would be played at a meeting of Minnesota exhibitors in Minneapolis on June 30. Kyle Rorex, executive secretary of Texas Compo, reported that he was setting up immediate dates for executives of the Inter-state, Rowley, Trans-Texas, Frontier and other Texas circuits to hear the record. Five records have been ordered by the Allied Theatre owners of Western Pennsylvania for auditions among their members.

Col. Dividend $1.06

Columbia Pictures' Board of Directors at a meeting yesterday declared the regular quarterly dividend of $1.06¼ on the $4.25 cumulative preferred stock of the Company payable August 17, to stockholders of record August 3.

Deny Report Johnston To Be Sec. of Commerce

Reports printed by several nationa ly syndicated columnists in the pa few days that Eric Johnston, pres dent of the Motion Picture Associa tion, would be named Secretary Commerce by President Eisenhow were categorically denied at the A sociation offices here yesterday.

The reports, one of which appeare in Danton Walker's column in th New York Daily News, are said have originated with columnar com ment by Drew Pearson several da earlier on material for the vaca Cabinet post. Pearson named Joh ston along with several others being qualified for the post.

Sue in Assignment of Policemen to Theatres

Special to THE DAILY

HARTFORD, June 29.—Paul Tol and Polycrates Davey, owners of th Newington Theatre, Newingto Conn., have brought Superior Cou suit against the town of Newingt and Police Chief William E. Haller in protest against assignment of p licemen to the theatre during pe formances.

The exhibitors seek to recover $1 024.42 paid in policemen's salari and they want a ruling on the ne public safety ordinance adopted Newington, Nov. 25, 1958.

Tolis and Davey, through couns (Hartford law firm of Ribicoff & K kin), allege that the chief's action assigning men to the theatre "is arb trary, capricious and contrary to law In addition they say the ordinan is against the general state statut in that the chief of police lacked a thority to enact such an ordinanc

The theatremen want a tempora and final injunction restraining H leran from assigning police to t theatre.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
AUDREY HEPBURN
In FRED ZINNEMANN'S Production of
"THE NUN'S STORY"
A WARNER BROS. PICTURE
in TECHNICOLOR®
and GALA NEW STAGE SPECTACLE "BONANZA"

The Ministry of Culture of the U. S. S. R. presents
"GREAT IS MY COUNTRY"
Kinopanorama in Sovcolor with nine track stereosonic sound.
Six week engagement starts today
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At the Will Rogers Directors Meeting

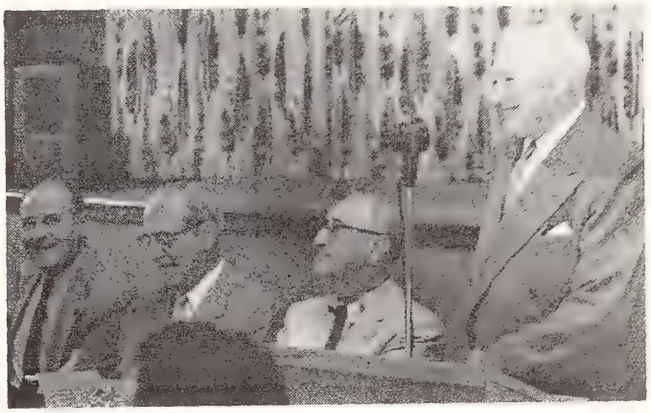
THE officers and directors of the Will Rogers Memorial Hospital—the industry's own—traveled from New York to Saranac Lake last weekend for their annual inspection of the Hospital and directors' meeting. The group of nearly 60 executives spent Thursday and Friday nights as the guests of Herman Robbins and his family at Schroon Lake, where the annual meeting was held, and spent Friday at the Hospital, inspecting progress and visiting the patients. At right, the group arrives at the Hospital.





QP Photos

LUNCHEON AT THE HOSPITAL. Abe Montague, president of the Hospital, addresses the directors, staff and patients.



R. J. O'Donnell, chairman of the board, greets the staff and patients. Flanking him at left are Joseph Rosen, Ned E. Depinet and Abe Montague.



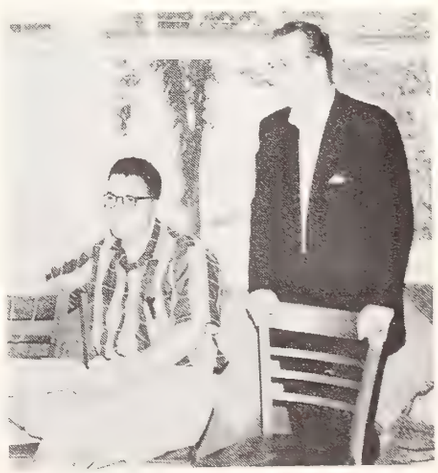
THE BOARD CONVENES for their annual meeting at the Robbins' Edgewater Motel.



Lindsay MacHarrie, radio and TV producer, who is a patient at the Hospital, thanks the directors in the name of his fellow patients.



THE HOSTS, left, Norman Robbins and his father, Herman Robbins, entertained the board.



THE SPECIAL ACTIVITIES COMMITTEE has a voice. Tom Rodgers, speaking, and Irwin Freedman.

ASCAP Ruling

(*Continued from page* 1)

discriminated against newer and smaller members.

It is an amendment to a 1950 consent judgment, and Justice said ASCAP had agreed to the changes proposed. The order does not go into effect immediately, however. ASCAP must send copies to each member, and members can ask to be heard on the proposed changes. Both ASCAP and Justice must appear in New York district court Oct. 15 to argue for adoption of the order.

Scientific Census Requested

One important change would require ASCAP to conduct a scientific census or sampling of performance on which to base payments to members. The court would appoint an expert to check on this sampling, and re-examine the matter after 18 months.

ASCAP members would have far greater freedom in selecting the manner in which they wanted to receive payments for their compositions. ASCAP would be directed to weight member voting, if at all, only on the basis of performance credit, with no weighting for length of membership or other factors. No member could have more than 100 votes. Now, one writer has 5,116 votes, and one publisher has 1,469.

Proposal on Membership

Under the proposal, ASCAP would also would have to admit all qualified applicants for membership and agree to keep full records and make them available to members.

'Pacific' Does $230,000

"South Pacific" in its 35mm engagement is running 35-40 per cent higher than "The Robe" in six RKO and 3 Skouras theatres throughout the metropolitan area, according to theatre reports. The attraction grossed $230,000 in its first five days ending Sunday.

S. Smerling Heads Etc.

Sheldon Smerling is president of Eastern Theatres Corp., owners of a chain of New Jersey drive-ins, which has just purchased the Hippodrome theatre, Cleveland. MOTION PICTURE DAILY incorrectly listed Benjamin Smerling, Sheldon's father, as head of the circuit in a story June 26.

'Soldiers' $23,761 Here

United Artists' "The Horse Soldiers" rolled up a big $23,761 for its first three days at the Astor Theatre here.



North by Northwest

CONTINUED FROM PAGE 1

Mason backing up the Hitchcock reputation, widely established now through his television series, and the word of mouth which is sure to follow its initial engagements, the picture is certain of success.

Like so many of the master's works, it is a spy story, designed to show the Hitchcock versatility in selecting new environments for his action and high jinks. Never one to let plausibility get in the way of a rattling good story, Hitchcock has Grant, playing a high pressure Madison Avenue advertising executive, get involved almost at the picture's opening with a spy ring who mistake him for a counterspy.

From there the chase starts, with Grant ducking the murderous attempts by the spies on his life and ducking the police who want him on a framed murder charge, being protected most cozily by Miss Saint overnight in a compartment on the 20th Century Limited to Chicago and then reluctantly sent by her to near death by gunfire from a low-flying plane, and, with the plot volleying back and forth faster than the eye can follow, winding up with a cliff-hanging sequence down the mighty stone faces of the Mt. Rushmore Memorial.

Most of the threads are picked up and followed through at the end and those that aren't are forgotten in the excitement, anyway. In any event audiences won't analyze it, they'll be entertained, absorbed, intrigued and exhausted by it.

Nor was Hitchcock the only one to have fun making it. Each of the cast enters his role with zest. Grant and Miss Saint are first-rate as the outraged victim and the venturesome girl who risks her life as a counterspy; Mason is suavely sinister as the spy leader, and the supporting cast, including Leo G. Carroll, Jessie Royce Landis, Philip Ober, Martin Landau and Adam Williams, is properly villainous or calmly commonplace as their roles require.

The VistaVision camera and Technicolor are used by producer-director Hitchcock to extraordinary advantage in the chase sequences, in crowded Grand Central, on the flat and dusty brown plains of the midwest, and by moonlight on the historic faces carved in the living rock of Mt. Rushmore. These sequences individually are classics of cinema art.

Some of the dialogue in the sequences during which Miss Saint protects Grant from the police by enticing him into her compartment on the train is startlingly frank, and near the end of the picture there is an open and unnecessary reference to homosexuality. Both would limit the picture to mature audiences.

Running time, 137 minutes. Adult classification. Release in July.

JAMES D. IVERS

New Orleans Papers

(*Continued from page* 1)

department of the newspapers has spelled out the new rules. He states a ban has been placed on any ad containing "any phrase, line or pictorial material pertaining to lasciviousness." Forbidden specifically are phrases "stimulative of thoughts of impropriety" such as "persons under the age of 18 not admitted," "for adults only," or "no minors admitted."

In addition, the newspapers have declared they will not print the phrase, "This picture will definitely not be shown on TV." They also will not accept catchlines "which tend to allure, because of some scenes or parts of the production shown interpret indecorousness in any form."

Letters a Factor

The decision to set up a censorship body came, according to the newspaper spokesman as the result of letters received daily in past months from church, fraternal and school groups as well as individuals. "We play a great part in responsibility to the public" he said, "and must put a stop to trashy and indecent advertising if we aim to hold a commanding position in the public's mind."

Panel Discussion on 'Denim' Slated Today

More than 150 representatives of leading medical, religious and welfare agencies will attend a special showing of 20th Century-Fox's "Blue Denim," today at the film company's projection room.

The CinemaScope production, which will have its world premiere engagement at the Victoria Theatre July 29, deals with the problem of pregnancy among unwed teenagers. A panel discussion will follow the preview.

Jimmy Fund Luncheon

HARTFORD, June 29. — Connecticut distribution and exhibition will meet at a "Jimmy Fund" luncheon tomorrow at the Colonial House, Hamden. Co-state chairmen are Harry Feinstein, northeastern zone manager, Stanley-Warner Management Corporation, and Doug Amos, general manager, Lockwood & Gordon Enterprises. The "Jimmy Fund" raises money for the Children's Cancer Research Foundation of Boston, co-sponsored by the Variety Club of New England and the Boston Red Sox.

Goldwyn Sui

(*Continued from page* 1)

Goodman when he announced case will be decided on the findi of the evidence submitted last before the late Judge Edward Murphy.

In making the ruling Judge Go man said attorneys for Goldwyn those representing Fox West C theatres and others had agreed am themselves to have the case submi on the record.

In a few days Judge Goodman announce which judge will read bulky transcript of the case wh lasted 43 trial days before Ju Murphy. The appointed judge in t will notify counsel for all concer when he has finished studying the ord and then will hear the closing arguments which should occupy more than two days at the most.

Should Take Two Months

In the opinion of court observ reading a transcript of this magnit would require approximately months of uninterrupted study.

Thus today saw for the first t in more than nine years a foresee conclusion of the marathon litigat The suit was filed originally here May of 1950.

MPAA and ACE

(*Continued from page* 1)

date for such a meeting may be

Johnston is scheduled to leave day for Paris by plane and will g Berlin on Thursday to attend the F Festival there. Hence no for MPAA-ACE meeting would be set til some time after his return.

The first MPAA-ACE meeting held in mid-May and both sides at the time that a second would held "within a month." Subjects volved in the current Johnston-Fal conferences were not disclosed.

Two House Records Set by 'Five Pennies'

Paramount's "The Five Penni has set two new house records the Esquire Theatre in Chicago, of three cities where the Danny K film has opened, the Company ported yesterday. In New York Boston, too, "The Five Pennies" a hit. The biggest weekend gross the history of the Esquire, $14,6 was piled up Friday through Sun while Saturday's $5,885 goes on record books as the biggest sin day's business in the history of 1,260-seat house theatre. A tow ing $18,153 was recorded for the Wednesday through Sunday, at E ton's Paramount Theatre, which the biggest five-day figure for a Pa mount picture at the Boston sh case. In New York at the Cap Theatre, where "The Five Penni is having its world premiere enga ment, second week business is eq ling that of the first week, with m than $38,000 racked up Thurs through Sunday. A $60,000 sec week gross is anticipated.



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August 12th at the magnificent NEW
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and **IN PRINCIPAL CITIES IN OCTOBER**

This distinguished production distributed by Buena Vista

Litho

ame Six to Board f Rogers Hospital

Special to THE DAILY

SCHROON LAKE, N. Y., June 29. ix new directors were elected to the rd of the Will Rogers Memorial spital and Research Laboratories at annual meeting at Edgewater Mohere on Saturday. All present offis were reelected.

The new directors are: Irving Ludg, president of Buena Vista Distribng; Ed Rowley, vice-president of ited Artists Theatre Corp., Robert Rubin of Paramount Pictures; David llerstein, president of Balaban & z, Chicago; George Kerasotes, sident of Theatre Owners of Amerand N. Spencer Leve of National eatres, Los Angeles.

Fourteen Reelected

Officers reelected are: A. Montague, sident; R. J. O'Donnell, board irman; Max A. Cohen, secretary; H. Fabian, treasurer; Sam Rosen, istant treasurer; Harry Brandt, Ned Depinet, Robert Mochrie, Herman bbins, Fred J. Schwartz, Sam J. itow, Joseph R. Vogel, Richard F. lshand, Murray Weiss, vice-presiits.

bbins' Hospitality uded by Delegates

Special to THE DAILY

SCHROON LAKE, N. Y., June 29. The appreciation of the Will Rog- Memorial Hospital and Research boratories board of directors and sts was voiced personally and by olution to Herman Robbins and sons, Albert, Burton and Norman, their hospitality in providing the nplete facilities of their luxurious gewater Motel here to the board a base for their annual visit to the pital at Saranac Lake and for their ual meeting.

A. Montague, hospital president, l Robert J. O'Donnell, board chairn expressed the gratitude of all visitors during the annual meetand a rising vote of thanks was en the Robbins by all present at close of the meeting.

Some 60 board members and guests e based at the Robbins resort here n Thursday evening to Saturday rnoon.

E. Hospital League Tribute to Goldwyn

Special to THE DAILY

BOSTON, June 29.—Samuel Goldn today received a citation from New England Baptist Hospital gue as a special tribute commemong the world premiere of the orig- "Porgy and Bess" at the Colonial atre in 1935. Attending the lunon at the Ritz Carlton Hotel were ernor Furcolo, Mayor John B. es, Mrs. Joel Harrell, president of League, and a long list of distinhed Bostonians.

Goldwyn's "Porgy and Bess" opens 6 at the newly-equipped Astor atre with the opening night comely sold out as a benefit for the ital.

Hospital Weighs Its Own Fund Drive on Coast

(*Continued from page* 1)

the large production community are eligible to be treated at Will Rogers without charge.

It was suggested that with IATSE studio locals, Los Angeles distribution offices and theatres spearheading the drive, an independent solicitation be made for the hospital. At present, P.C.C. has allocated a percentage of .8738 to the hospital and research laboratories, which is a slight increase over the .8756 allocated last year, on which the hospital has received $8,553 to date.

Discussion of the independent collection in Hollywood was opened by Eugene Picker, president of Loew's Theatres and chairman of the hospital's fund raising and finance committee, in giving his annual report to the directors in session at Herman Robbins' Edgewater Motel here on Saturday.

Picker said the hospital's problem continues to be an increase in annual income. All divisions of its fund-raising are "far below what they should be," he said.

"We had hoped for $750,000 from the 1958 Audience Collection," he told the directors, "but we received $430,000."

The proposal for an independent fund solicitation in Hollywood, as the television and radio industries there conduct annually, was left to further consideration by the directors.

Samuel Rosen, executive vice-president of Stanley Warner, and associate treasurer of the hospital, in submitting the annual report to the directors of Si H. Fabian, treasurer, who who was unable to be present, also urged the need for increased revenue for the hospital.

Research All-Important

He reminded that the Will Rogers Memorial is not a private hospital but a voluntary non-profit institution. It is especially in need of greatly increased funds for research, he said, terming its present research capabilities "grossly inadequate, almost a joke."

A resolution was adopted establishing a Will Rogers Memorial Hospital Construction Fund and transferring $500,000 to it from the general account, and also establishing a Will Rogers Memorial Hospital Research Fund and transferring $300,000 to it from the general account.

Moe Silver, Pittsburgh division manager for Stanley Warner and national exhibitor chairman for hospital, described the "Pittsburgh formula" for conducting audience collections for the hospital at drive-ins, which he said has proven very successful and recommended its use at drive-ins during Audience Collection campaigns everywhere.

Women's Assistance Enlisted

Under the plan in operation in Pittsburgh, local exhibitors enlist the cooperation of women's civic organizations, Wompi (Women of the Motion Picture Industry) chapters and other organizations interested in aiding institutions such as the Will Rogers Hospital. These will pass collection boxes from car to car at drive-ins with excellent results, Silver said. He said it had been found that volunteer firemen, veteran's organizations and the like also will perform the collection task for a contribution to their organizations.

Robert J. O'Donnell hospital board chairman, who presided at the meeting, assured thoes present that he was confident the Wompis chapter in any exchange city would be happy to cooperate.

'Godfather,' Says O'Donnell

"I know the Wompis well," he said. "Wompis was born in Dallas and I'm their godfather. I'm sure any of you can count on their help."

Thomas Rodgers and Irwin Freedman of the hospital's special activities committee reported on the theatre benefit which produced $6,274 net for the hospital in May. Freedman also reported that the committee has succeeded in getting record companies to put the hospital on their complimentary lists for new discs.

Rosen suggested that requests for a donation for the hospital be made to sponsors of any fund-raising benefits or testimonials which involve the industry or its people locally.

Hospital Draws Aid from Radio, TV And Other Non-Film-Industry Groups

Special to THE DAILY

SCHROON LAKE, N. Y., June 29 —Limited cooperation in enlisting the help of television and radio network personnel and others in the entertainment industry outside of motion pictures for the Will Rogers Memorial Hospital and Research Laboratories has been offered.

This was the report given to the annual meeting of the hospital's board of directors at Edgewater Motel here at the weekend by Harry Goldberg, chairman of a special committee.

Goldberg Tells of Meetings

Goldberg, who is advertising-publicity director of Stanley Warner Theatres, said he has held meetings on the subject with representatives of Actors Equity, American Guild of Musical Artists, Screen Actors Guild and American Federation of Television and Radio Artists.

As a result, he said, the five guilds have agreed to designate a representative to a committee which will advise on the preparation of printed matter providing information about the Will Rogers Memorial Hospital to be circulated to their members: they will make their mailing lists available for this purpose, and all other information concerning the hospital and research laboratories, and they will advise their members in their own publications and bulletins that the hospital belongs to them, too, and is not exclusively a motion picture institution.

Expects Wider Cooperation

That impression was found to be rather firmly implanted in the minds of the guild representatives, Goldberg reported, and he feels that once the hospital is generally regarded as belonging to all of show business, and immediate families, of the members, wider cooperation will be forthcoming.

Abe Montague, hospital president, announced the appointment of Roger Ferri of 20th Century-Fox as a special press relations chairman for the hospital with newspaper and other writers associated with show business reporting, and of Martin Starr in a similar capacity with television and radio commentators and others.

Ferri suggested that advertising agencies as well as press and network personnel should be included, stating there are at least 3,000 eligibles who can be of inestimable help in putting over hospital appeals locally. He asked that a letter be addressed to each by the president extending membership privileges and aiding in giving them a feeling of "belonging" to the hospital movement.

Urges 'Year Round Support'

In his remarks to the Board, Montague called for "year 'round support and enthusiasm in place of the part-time inspiration which follows an annual meeting and visit to the hospital." He noted that, in the meantime, a few give uncomplainingly of their time, labor and money—"and those few are the reason the hospital is there."

He noted that the time is coming when the present officers must be relieved and a younger group to whom they are endeavoring to give inspiration, will have to take over.

He noted, too, that some circuits and some territories collect the lion's share of the hospital's revenue, and that it needs a "broader base." "It takes more than one-day enthusiasm to put over the Audience Collections and Christmas Salute," he observed.

George Eby, chief barker of Variety Clubs International, told the board he was amazed at the improvements in the hospital since his last visit nine years ago and pledged his personal support to it.

Wants More Playdates

Noting that the hospital will benefit from earnings of the Variety film "The Heart of Show Business" after its costs have been met, he urged more playdates for it, especially in New York theatres. Distributed by Columbia Pictures, the film has had about 4,000 dates nationally and has earned about $60,000 thus far. He feels it could get another 3,500 dates with exhibitor cooperation and thus earn a profit.

NCA Convention Off To Early in Fall

Special to THE DAILY

MINNEAPOLIS, June 29. — In a letter sent to exhibitors in the upper midwest area, Frank Mantzke, president of North Central Allied Independent Theatre Owners, announced that the annual convention would be postponed until early in the Fall. The announcement said in part, "The American Congress of Exhibitors, better known as ACE, of which Allied Theatres is a member, plan very important meetings during the coming weeks. In order to give all exhibitors a report as it relates to these meetings the directors of Allied have decided not to hold an Allied convention until early in the Fall. In this way we will be able to give all exhibitors first hand information as it relates to the report on ACE, the post-1948 pictures, saturation bookings and orderly releases. Also a report on your senators and representatives and daylight time.

In his letter Mantzke also introduces the idea of the "formula" which is needed to recapture the lost audience. This concept will be developed at the convention when it is held.

'Darby O'Gill' Bow Here At Benefit Premiere

Top Irish government and New York City officials and stars of the entertainment world attended the benefit premiere of Walt Disney's "Darby O'Gill and the Little People" at the Normandie Theatre here last night. The opening was sponsored by the Emerald Society of the New York City Police Department.

Proceeds from the benefit performance of the Buena Vista Technicolor release are going to the organization's Welfare Fund for Scholarship Awards. Celebrities attending the premiere included Zsa Zsa Gabor, Monique Van Vooren, Carol Haney, Larry Blyden, George DeWitt, Cara Williams, Joy Harmon, Rosina Pagan, Marion Stafford and Joan Harvey.

Federal Court Denies Trust Venue Change

A motion by major distributors, defendants in an anti-trust suit, for a change of venue from New York Federal Court to Atlanta or Memphis, was denied yesterday by Federal Judge Thomas F. Murphy. The suit was filed in New York Federal Court by Independent Theatres, Inc., of Chattanooga, Tenn., against Loew's, Paramount 20th-Fox, Warner, Universal, AB-Paramount and Citation Films. Independent seeks $3,100,000 in damages.

'Hercules' in Record

Embassy Pictures Corp. yesterday reported here its color spectacular, "Hercules," has broken a four-year record during the first three days of its initial engagement at Baltimore's Hippodrome Theare. Actual gross for the three days was $13,283.

'Chatterley' Ban Is Revoked

(*Continued from page* 1)

York State, he continued, "quite simply, has thus struck at the very heart of constitutionally protected liberty."

The guarantee of the Constitution "is not confined to the expression of ideas that are conventional or shared by a majority," Justice Stewart went on. "It protects advocacy of the opinion that adultery may sometimes be proper, no less than the advocacy of socialism or the single tax. And in the realm of ideas it protects expression which is eloquent no less than that which is unconvincing."

Five Concurring Opinions

Although the court's decision was unanimous, six justices wrote five separate concurring opinions.

The case was brought to the high court by Kingsley International Pictures, distributors of the British-made film, after the New York Court of Appeals reversed an appellate court decision which had annulled the New York State Regents' ban on the film. The regents had refused to license the film on the ground the whole theme was immoral in presenting adultery as desirable and acceptable behavior.

Kingsley had asked the court not only to reverse the New York court of appeals decision, but to say once and for all that all prior censorship of films is unconstitutional. This the court refused to do.

Calls N. Y. Edict 'Inflexible'

"The inflexible command which the New York Court of Appeals has attributed to the state legislature thus cuts so close to the core of constitutional freedom as to make it quite needless to examine the periphery," the court declared. "Specifically, there is no occasion to consider the appellant's contention that the State is entirely without power to require films of any kind to be licensed prior to their exhibition. Nor need we here determine whether, despite problems peculiar to motion pictures, the controls which a state may impose upon this medium of expression are precisely coextensive with those allowable for newspapers, books or individual speech."

Yet, by declaring that the expression of "ideas" in motion pictures is to be protected by the Constitution, the court's opinion narrows still more closely the possible basis for any state censorship of films. In previous cases the Supreme Court has thrown out censorship of films as "sacrilegious," "immoral," or "obscene."

Feel Stewart Went 'Too Far'

Several of the justices although agreeing that the film should not be banned, indicated they felt Stewart had gone too far in the language of his official court opinion. Justice Harlan, speaking for himself and Justices Whittaker and Frankfurter, said:

"The court has moved too swiftly in striking down a statute which is the product of a deliberate and conscientious effort on the part of New York to meet constitutional objections raised by this court's decisions respecting predecessor statutes in this field."

New York's Regents "exceeded" constitutional bounds in applying the state law to "Lady Chatterley's Lover" he said, but disagreed with the court's findings that the parts of the state law "particularly involved" in the case were "unconstitutional on their face." He couldn't regard the film, he said, as "depicting anything more than a somewhat unusual, and rather pathetic 'love triangle,' lacking in anything that could be propery termed obscene or corruptive of the public morals by inciting the commission of adultery."

Sees 'Individualized Adjudication'

Harlan brushed aside contentions that the high court shouldn't consider cases of individual film censorship, saying that motion pictures were no different from any other field. He couldn't see, he said, "short of holding that all state 'censorship' laws are constitutionally impermissible, a course from which the court is carefully abstaining, how the court can hope ultimately to spare itself the necessity for individualized adjudication. In the very nature of things the problems in this area are ones of individual cases."

At the same time, Harlan said, each time a state statute is struck down "the state is left in more confusion, as witness New York's experience."

Justice Clark said "the obscurity of the standard presents such a choice of difficulties that even the most experienced find themselves at dagger's point." He maintained, however, he could see nothing wrong with a statute that banned "pornographic" films or those that "portray acts of sexual immorality, perversion or lewdness."

Justice Frankfurter, in a separate opinion of his own, said he, too, agreed with Stewart's opinion but that it "takes ground that exceeds the appropriate limits for decision."

Douglas and Black Agree

As in previous film censorship cases, Justices Douglas and Black argued flatly that all prior censorship of motion pictures is unconstitutional. "I can find in the First Amendment no room for any censor," said Douglas, "whether he is scanning an editorial, reading a news broadcast, editing a novel or a play, or previewing a movie."

Justice Black said he didn't think Supreme Court Justices should get into the business of passing on individual film censorship cases.

Edward Kingsley, president of Kingsley International Pictures, yesterday issued a statement on the "Lady Chatterley's" decision, which read, in part, as follows: "The sweeping decision of the Supreme Court in the case of the film version of 'Lady Chatterley's Lover' is most heartening for all of us who have been concerned with the freedom of screen. It is my feeling that this fi dom is as important to the Ameri public as that of the printed w or communication in any form."

'Lady' Edict May Brin Revised N.Y. State Bil

Special to THE DAILY

ALBANY, N. Y., June 29.—Wh further clarification was awaited the effect on the New York St censorship operation of today's verse decision by the U. S. Supre Court regarding "Lady Chatterle Lover," the opinion in inform quarters was that strong effo would be made to re-write the pres law or to draft a new one.

The possibility that a ruling of u constitutionality might eventua come from the nation's highest tr unal had been recognized here several years.

Dr. Hugh M. Flick, former direc of the State Education Departmen motion picture division and pres executive assistant, was quoted saying today to State Education Co missioner James E. Allen, Jr., "I question will be: is the entire st licensing act struck down, or may c tain sections be made more expli to fall in line with decision?"

Says Door Not Completely Oper

"While 'Lady Chatterley's Lov may now be shown in the state, t does not mean that any other mot picture, any old 'Ten Nights in a B room' can now be shown. It can't," added.

Flick explained that the licens law was amended after a previ Supreme Court reversal of a ban the French film, "La Ronde," as " moral and would tend to corrupt p lic morals." This was achieved the spelled-out Fitzpatrick act, ov whelmingly approved by the Legis ture in 1954 and signed by G Thomas E. Dewey, with a leng memorandum. At that time, th phrases were clarified.

"Lady Chatterley's Lover" was first test before the high court of amendment. It also was the ini test before State Court of Appe which upheld the Regents, and I versed the appellate division, by 4-3 vote, with five separate opini written.

Points to 'Miracle' Decision

Flick pointed out that an ear Supreme Court decision on Italian-made "The Miracle," sta "guarantees provided by the F Amendment of the U. S. Const tion were not intended to inter with the state's motion picture c sorship under properly controlled c ditions."

Invalidated then was "Sacrilegio as a ground for license refusal.

Irish McCalla Signed

HOLLYWOOD, June 29.—Ja Clavell, who makes his debut as p ducer and director with "Five G to Hell" for 20th Century-Fox, selected Irish McCalla for an im tant role in the picture.

Film Exciting

(Continued from page 1)

n's knock-out in the third round, pvides fully seventeen minutes of ng, larger than life, screen thrills, ding slow motion sequences of Negro champion's seven falls to anvas. The ringside photography rank Zuckor is especially mobile, ing the two opponents from ev- conceivable camera angle and onstrating the full impact of Jo- son's fists.

though the first two rounds are le principally for their fancy foot . the third is a real gasser, espe- in the slow motion sequences Johannson's jabs — sometimes seem no more than pats—send erson to his knees again and again. particular moment, when Patter- rises from the canvas towards orner only to be boxed on the of the head by his Swedish op- nt, will certainly have audiences ing, as it did at a preview screen- ere yesterday.

Produced by Spiro, Schenkel

he black-and-white film was pro- d for TelePrompTer by E. J. and narrated by Chris Schenkel, should be complimented for al- ng the camera to speak for itself he peak moments of the bout. ed Artists, which is distributing film, has run off 800 prints for k distribution to theatres through- the nation. It was showing local- t many theatres starting Sunday. he possibility that Johansson will een at greater length in films was ted up yesterday with the con- ation that Columbia Pictures has ed the personable Swede $400,- for his appearance in a film fol- ng his return bout with Patter-

W. G. H.

te Justice Power in il Anti-Trust Probes

From THE DAILY Bureau

ASHINGTON June 29. — The te Judiciary Committee voted to the Justice Department power to in company records in investiga- s looking toward civil anti-trust .

ight now, the department can use bpoena to get evidence in investi- ons looking toward criminal anti- suit but must use a grand jury et evidence in civil investigations. bill approved by the judiciary mittee, in line with an Admin- tion request, would provide a new il investigative demand" for the -trust division to use to obtain ence in proceedings leading up to action.

port Ziv Being Sold Eberstadt, Lazard

OLLYWOOD, June 29.—Reports are to the effect that Ziv Televi- programs is being sold to two l Street organizations: Eberstadt Co. and Lazard Freres and Co., $14,000,000 with no executive nges contemplated.

New Directors Named To Transcontinent TV

Four new directors and a vice-president have been elected by the board of directors of Transcontinent Television Corporation. The meeting was held subsequent to the formal closing of the agreement between Transcontinent Television and Marietta Broadcasting, Inc., whereby the stock of the Marietta organization was transferred to the Transcontinent firm.

Board Now at 13

Election of the four new directors increases the board membership of Transcontinent Television from 9 to 13 members. Those named were: Jack Wrather, president of the Jack Wrather Organization; Monte Livingston, executive vice-president of the Wrather Organization; Edward E. Voynow, president of Edward Petry & Co., Inc., and Walter Walz, associate, Carl M. Loeb, Rhoades & Co., New York investment bankers.

George Whitney, vice president of Marietta Broadcasting, Inc., was elected a vice-president of Transcontinent Television.

Stations Not Liable For Politicos' Remarks

From THE DAILY Bureau

WASHINGTON, June 29.—The Supreme Court today ruled that radio and TV stations may not be sued for libel for remarks made on broadcasts by political candidates.

A 5-to-4 decision written by Justice Black said that when Congress barred station censorship of political broadcasts and ordered equal time for all political candidates, it also in effect gave the stations immunity from libel suits for remarks on the political broadcasts.

Daytime Net Billings Up 25.8% in Four Months

Network television daytime billings in the first four months of 1959 increased 25.8 per cent, the Television Bureau of Advertising reported. The supplementary report of gross time charges for network television covering January through April 1959 showed daytime billings at $70,667,162 against $56,191,804 in the like period of 1958.

Ford passenger cars were the leading network television brand advertised in April 1959 with $738,988 in billings. Leading company for the month of April was the Procter & Gamble Company with $4,691,463 in gross billings.

Expenditures Itemized

Included in the report as compiled by leading national advertisers-broadcast advertiser reports were the estimated expenditures by product classification, billings by day parts, estimated expenditures of the top 15 network brand advertisers and of the top 15 company advertisers.

Television Today

To Show Network Show At Educational Meeting

From THE DAILY Bureau

WASHINGTON, June 29. — Excerpts from TV network shows of the past year which illuminated some facet of education are to be shown this week at the annual convention of the National Education Association in St. Louis. John Secondari, chief of ABC's Washington Bureau, will be the on-stage commentator when the film is presented next Thursday night in the vast Convention Hall of the St. Louis Municipal Auditorium. More than 10,000 educators from all parts of the country are expected to attend.

Titled TV Panorama: Open Hearing on Education, the one-hour film draws not only on discussion and documentary programs, but also on dramatic presentations.

"There have been at least 50 network television shows during the past year that have helped significantly in bringing about public awareness of various critical problems in education today," says Roy K. Wilson, NEA director of Press and Radio. "I'm not referring only to the many fine discussion and documentary programs—but also to a number of dramatic shows—even Westerns—that have dealt with some aspect of education that needs public emphasis," he pointed out.

"TV Panorama is being presented to the teaching profession in an effort to show graphically some of the ways in which ABC-TV, CBS-TV, NBC-TV, and the Westinghouse Broadcasting Company have served education," Wilson stated.

Find Old Films Occupy To 1/3 TV Viewing Time

Special to THE DAILY

RADNOR, Pa., June 29.—Old Hollywood and foreign feature films now occupy from one-fourth to one-third of all television viewing time in major United States markets, a survey by *TV Guide* magazine reported today.

In the Los Angeles and San Francisco areas, the survey indicates, viewers can see about 190 movies weekly, or almost 10,000 annually. New York viewers can see 147 movies weekly, while Cleveland stations offer 135, Seattle 90, and Chicago 60.

Films that were box office hits sometimes get only fair response from TV viewers, the survey in the magazine's July 4 issue shows. Old Westerns starring Randolph Scott or comedies featuring The Three Stooges might outdraw such classics as "Citizen Kane."

In Atlanta, "The Sullivans," a little-known movie, attracted a much bigger audience than the Academy Award winner "Yankee Doodle Dandy" with James Cagney. The Cagney film drew big audiences in New York however.

Fight Telecast

(Continued from page 1)

tomers and a gross before taxes of approximately $1,032,000.

In making this announcement at a press conference here yesterday, Irving B. Kahn, president of the TelePrompTer Corp., which handled the telecast, said that the net after taxes would be about $939,400. The average admission price for the closed circuit presentation was said to be $4.23, reportedly the highest of any such event.

Kahn said that but for the uncertainty of the weather, Friday's telecast would have exceeded the previous record of 364,876 seats sold, which was for the second Robinson-Basilio fight. Advance sales for Friday's fight were "very good," but some night sales were hampered by a rain which did not end in New York, site of the fight, until less than two hours before fight time.

The telecast sold out, Kahn reported, in New Haven, Asbury Park, Philadelphia, San Antonio, Seattle, and Medford and Portland, Ore. "Excellent" houses were reported in Houston, Dallas, Spokane, Minneapolis, Chicago, Miami, Washington and Pittsburgh.

Kahn said that there were no reported breakdowns or picture failures in the physical presentation of the fight. Immediately following Patterson's knock-out in the third round, TelePrompTer used video tape to rebroadcast those moments to the closed-circuit audience.

TelePrompTer will share 50-50 with exhibitors in the $939,400 net, it was pointed out. Of TelePrompTer's share, roughly 63 per cent will go to the fighters and promoters. Kahn held out the possibility that TelePrompTer would handle the closed circuit telecast of a Patterson-Johansson rematch, if there is one, but said that his company did "not now have a contract."

Share 50-50 With Exhibitors

TelePrompTer also realized $100,000 from the sale of radio rights to Friday's fight to United Artists Corp., which sponsored the bout on ABC-Radio on behalf of the motion picture, "The Horse Soldiers." UA is also distributing the official fight films. 800 prints are reportedly in circulation, with Kahn predicting a theatrical gross in this country alone of at least $1,000,000. Foreign film rights are still being negotiated, although TelePrompTer earlier sold the foreign radio rights for $50,000.

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